



**JOINT
ECONOMIC
DEVELOPMENT
INITIATIVE**

**2022
2023**

ANNUAL REPORT



JOINT MESSAGE FROM THE CHAIR AND CEO

It has been incredible to see how much the Joint Economic Development Initiative (JEDI) has grown over the last year. We have welcomed new members to the JEDI team, expanded our programming in the Skilled Trades and Information Technology (IT) departments, and we continue to grow the services we offer.

Our growth could not have been possible without the hard work of the JEDI team, and the partnerships that have been built and strengthened over the year. JEDI's partnerships are key in our growth and setting up our clients for success.

Over the year we have worked closely with the tribal councils in New Brunswick to host events and collaborate on training and entrepreneurial opportunities for Indigenous communities. Our industry partners help us provide useful insight for our plenaries, refine our programming, and find work placements for our graduates and internship participants. The success of our events and programs would not happen without our partners, and we would like to acknowledge and thank those that have

helped, worked with, and supported us over the years. We look forward to continuing these relationships and creating more in the future.

“ JEDI's partnerships are key in our growth and setting up our clients for success. ”

JEDI has even more initiatives coming in 2023-2024. We are growing our science, technology, engineering, arts and mathematics (STEAM) programs. STEAM is one of the most in demand fields and we want to ensure our communities have the opportunity and skills to effectively enter the field. JEDI is excited to bring more of our services directly into communities with the JEDI's Trades Trailer which launched in May 2023.

We are fortunate at JEDI to have a talented and dedicated team working to further the opportunities for Indigenous Peoples in New Brunswick. The future is promising, and we look forward to another incredible year.

Woliwon, Wela'lin, Thank you, Merci



Sacha LaBillois, Chair



Stanley Barnaby, CEO

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Jeanette Bear
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Penny Polchies
Economic Development Officer

WHO IS JEDI?

The **Joint Economic Development Initiative** (JEDI) is an Indigenous non-profit organization that works with the 16 First Nation communities and the off-reserve population in New Brunswick. JEDI programs include Business Incubators and Accelerators, Advanced ICT Training, Trades Training, and Digital & Financial Literacy Training. In addition, JEDI offers reconciliation training on the history of Indigenous Peoples in Canada and how to implement reconciliation in the workplace. 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 and was incorporated in 2009. JEDI works closely with our many partners to foster economic and workforce

development for Indigenous Peoples and communities.

JEDI Partners:

- 16 First Nation Communities in NB
- North Shore Mi'kmaq Tribal Council
- MAWIW Tribal Council
- Wolastoqey Tribal Council Inc.
- New Brunswick Aboriginal Peoples Council
- Multiple education and industry partners

JEDI Funders:

- Atlantic Canada Opportunities Agency (ACOA)
- Indigenous Services Canada (ISC)
- New Brunswick Department of Aboriginal Affairs
- Employment and Social Development Canada (ESDC)
- New Brunswick Department of Post Secondary Education, Training and Labour (DPETL)



JEDI PLENARIES

JEDI plenaries explore current topics that are of interest to our many clients and partners. The intention behind all JEDI plenaries is to educate and inform participants of upcoming and existing opportunities as well as to help our partners better understand the needs of First Nation communities and the people within them. JEDI hosted three plenaries in 2022-2023:

TRADES EXPO

JUNE 8 & 9, 2022, FREDERICTON, NB

Some Topics:

- Indigenous tradespeople's experience
- Opportunities in trades
- Insights from industry — Pomerleau Inc.
- Apprenticeship programs

Total Number of Participants:

42 Reception, 134 Expo

INDIGENOUS WORKFORCE SUMMIT

NOVEMBER 16 & 17, 2022, MIRAMICHI, NB

Some Topics:

- Indigenous Reconciliation Employer Action Plan (IREAP)
- Building a better workplace
- Two-eyed seeing & unconscious bias
- Trauma informed care

Total Number of Participants:

Day 1: 100, Day 2: 72

JEDI YOUTH EMPLOYMENT READINESS AND JEDI JOB FAIR

FEBRUARY 14 & 15, 2023, ESGENOÛPETITJ AND MIRAMICHI, NB

Some Topics:

- Careers in demand
- Local employment opportunities
- Employment readiness for Indigenous youth
- Experience navigating careers

Youth Employment Readiness in Esgenoôpetitj: 45 people

Total Number of Participants at the Job Fair: 24 Employers, 71 in Attendance, Assisted 6 people with résumés.



HOW WE HELP ENTREPRENEURS

JEDI hosted one Business Accelerator Program in 2022-2023 with four participants that was designed to educate Indigenous business' owners on key business concepts such as finance and proposal writing. It also focused on the government procurement process, how to bid, and provided the tools to excel in advanced business opportunities with industry and federal procurement.

BUSINESS SUPPORT PLANS

The Business Support Plan was established for the Procurement Accelerator program to aid successful graduates requiring professional advisory support and services.

Over \$18,000 was given to four participants to assist with Business Support Plans.

OVER \$18,000
INVESTED
INTO 4 INDIGENOUS
BUSINESSES!

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. There were 20 recipients of the JEDI Aboriginal Development Fund (JADF) for a total of over \$65,000.

OVER \$65,000
INVESTED INTO
20 INDIGENOUS
BUSINESSES!

INDIGENOUS BUSINESS DIRECTORY AND INDIGESHOP™

JEDI launched our Indigenous Business Directory which provides the opportunity to have entrepreneurs showcase their products and services online for free. Indigeshop™ is a marketplace for Indigenous entrepreneurs in New Brunswick who do not have their own e-commerce platform. These websites are a great resource for people looking for local Indigenous businesses and supply chain opportunities.

By the end of May 2023, 48 businesses had registered to be included in JEDI's Indigenous Business Directory and 36 for Indigeshop™. There are ongoing updates to the Indigeshop™ and JEDI's Indigenous Business Directory websites as new applications are added.

BUSINESSES REGISTERED

48
JEDI INDIGENOUS
BUSINESS DIRECTORY

36
FOR INDIGESHOP™

SUPPORTING ENTREPRENEUR DEVELOPMENT

- **Hosted a virtual Spilling the Tea on Exporting** - 'Tapping into the world market with your goods'.
- **Presented to Kingsclear's youth** on Strategic Planning & JEDI's Supports for Indigenous entrepreneurs.
- **Hosted JEDI's first 'Indigenous Youth Entrepreneurship Retreat'** in Ugg'i'ganjig with eight participants.
- **Presented at the 'Ulnooweg Youth Empowerment Gathering'** on Strategic Planning & JEDI Supports for Indigenous entrepreneurs.
- **JEDI hosted its first Indigenous Tourism Start-up Weekend** in partnership with TechStars in Madawaska with a total of eight participants.
- **Hosted drop-in information sessions** on JEDI programming & provided Lean Canvas presentations.
- **Partnered with Women in Business NB** for the Indigenous Women Entrepreneur Summit, 25 Indigenous entrepreneurs attended.
- **Presented at First in Trades event** on 'Starting a Business in Trades, Lean Canvas Model, and JEDI Programs and Support for Entrepreneurs.
- **Partnered with the Fredericton Chamber of Commerce** to host the first annual Indigenous Business Forum at the Maqiyahimok Community Centre in Sitanisk, with 102 people in attendance. This event included an Indigenous trade show and Indigenous panelists.

HOW WE HELP COMMUNITIES

JEDI supports the First Nation communities in New Brunswick by providing:

- Four capacity development training sessions for EDOs and ETOs (three in-person and one webinar)
- Professional development for the EDOs focusing on sustainable community economic development, community entrepreneurship and government procurement
- Opportunities for learning and networking at our three JEDI plenaries
- Referrals to programming available from other organizations

HOW WE SUPPORT WORKFORCE DEVELOPMENT

INDIGENOUS PROJECTS & APPRENTICESHIP COORDINATOR (IPAC)

During 2022-2023, JEDI continued to work closely with our many partners to promote Trades to Indigenous Peoples in New Brunswick.

Several initiatives took place throughout the year:

- IPAC and the CWB Welding Foundation collaborated to organize and host two Mind Over Metal Camps. The first camp took place in Elsipogtog in August 2022, followed by the second camp held at Leo Hayes High School in Fredericton in March 2023. These camps were specifically designed to provide youth between the ages of 13 and 17 with a unique, hands-on learning experience in the field of welding and inspire them to pursue a career in welding. These camps had ten participants each.
- IPAC created four trades kits for youth focusing on culinary, carpentry, electrical and landscaping. The kits are a fun hands-on way for youth to try a trade. 174 trades kits were given out at powwows and youth events.
- 28 new Indigenous Apprentices registered in the Apprenticeship program this year.
- IPAC initiated its first 3 Trades Orientation (3TO) program with 14 participants in St. Mary's First Nation. This program was delivered by NBCC, designed to span 13-16 weeks and encompass training in three distinct trades: carpentry, plumbing, and electrical. This approach allows individuals to explore multiple trades and identify the one that is best suited to their skills and interests.



INDIGENOUS INFORMATION TECHNOLOGY

Our CyberSecurity with Internship programs have been very successful for both the CYBI 2021 students and the CYBI 2022 students. CYBI 2021 finished their on-the-job training (OJT) and officially graduated from Collège communautaire du Nouveau-Brunswick (CCNB) during the first quarter of the year. The CYBI 2022 students are still doing their OJT.

CYBI 2021 Students

- Devin Brooks
- Dustyn Martin-Ross
- Garrett Paul
- Jake Saulis
- Kristian Harn
- Zachary Bonneville

CYBI 2022 Students

- Doug Sacobie-Munn
- Tom Seeley
- Nigel Pelkey
- Melissa McDonald
- Karrye Brooks
- Corey Peters

THE FREDERICTON INDIGENOUS FABLAB

The FabLab was launched at JEDI's Brookside office in collaboration with Ulnooweg, hosted and funded by First People's Innovation Centre. It's a four-month paid training program for Indigenous youth to learn foundational skills in digital technology and fabrication, followed by an eight-week work term.

FabLab Students

Three graduates – two hired full-time as Assistant Instructors

Indigenous Reconciliation Awareness Module (IRAM)

The Indigenous Reconciliation Awareness Module (IRAM) teaches participants the history of Residential Schools and the ongoing impacts they continue to have on Indigenous Peoples in Canada. This training empowers those who take it to share their knowledge, to continue their education, and to bring awareness of reconciliation into the workplace.

The program is delivered both in-person and virtually.

29 businesses completed IRAM training
251 individuals completed IRAM training
100% of participants indicated that the IRAM session has improved their understanding of Indigenous culture



PROVINCIAL INDIGENOUS EMPLOYMENT COORDINATOR (PIEC)

The PIEC explores employment opportunities for Indigenous Peoples in New Brunswick by building better relationships and partnerships with employment training officers in Indigenous communities and New Brunswick Aboriginal Peoples Council (NBAPC), employer groups, unions, industry representatives, government, and other stakeholders.

The PIEC was involved in the planning of the Indigenous Workforce Summit and showcased the Indigenous Reconciliation Employer Action Plan that was developed.

The PIEC facilitates quarterly ETO meetings and also coordinated conflict resolution training for the ETOs and EDOs.

The PIEC hosted a social media campaign and contest as part of the Indigenous Reconciliation Employer Action Plan, to address online hate and racism toward Indigenous Peoples. The goal was to fill people's social media feeds with positivity and education about what it means to be a Wabanaki Person. Using the two-eyed seeing approach, participants were to show examples of the positive aspects of Indigenous Peoples that combat negative stereotypes using the hashtag *#WeAreWabanaki*.



YOUTUBE:
Impressions: 14,885 Views

FACEBOOK & INSTAGRAM:
Impressions: 10,835
Reach: 9,723
Engagements: 423
Shares: 71
Likes: 327

CONTEST:
6 Winners

RESEARCH AND EVALUATION COORDINATOR

The Indigenous Research and Evaluation project focuses on three key areas:

1. **Access to Updated Data and Research**
Objective: Collect and analyze data on, and relevant to, the Indigenous labour market.

2. **Research Collaborations**
Objective: Identify strategic partnerships and opportunities for research initiatives related to Indigenous Economic Development and Indigenous Workforce Development.

3. **Process Improvement and Program/Project Evaluation**
Objective: Process improvement of JEDI projects and activities and the evaluation of other JEDI services or programs. Collaborate internally with JEDI work units to support projects and initiatives.

SPECIAL INITIATIVES

JEDI is a member of the Tri-Org committee for Digital Acceleration for Indigenous Youth.

This innovative partnership is between the **McKenna Institute** at the **University of New Brunswick (UNB)**, the **Ulnooweg Education Centre**, and the **Joint Economic Development Initiative (JEDI)**.

The three-year project will enhance the learning of foundational STEAM skills for youth in Indigenous communities across Atlantic Canada, to create pathways to higher education in STEAM. Students will learn via a mobile technology unit that will bring educators and the necessary tools directly to Indigenous communities, focusing on uplifting cultural practices and values as part of the program. This initiative is being funded by the Mastercard Foundation, EleV Program.



Indigenous Internship Program

JEDI partners with host organizations to provide job placements to recent Indigenous post-secondary graduates in their field of study. During the 2022-2023 year, JEDI funded the following interns:

- **Desiree Isaac Pictou** — Communications Intern for Ulnooweg May 2022 – May 2023 and is going into the second year of her internship.
- **Amber Girvan** — Human Resources Internship at NB Power October 2022 – October 2023.
- **Wendy Wetteland** — Completed her internship December 2022.
- **Carr Sappier** – Completed October 2022 with Raynemaker Productions. Once completed the internship, worked with Raynemaker on a contractual agreement for various projects.
- **Lori Nash** — Completed her internship and is now the Communications Coordinator at JEDI.
- **Zach Bonneville** — Did not complete their internship due to the closure of the host organization.



Bursary Program

SNC LAVALIN

JEDI, in partnership with SNC Lavalin, awarded four \$1000 bursaries to post-secondary students this past year. The winners of the bursaries were:

- **Jasmine LaBillois** from Ugpig'anjig First Nation
- **Kianna Bear-Hetherington** from Sitansisk First Nation
- **Journey Levi** from Elsipogtog First Nation
- **Brianna Solomon** from Bilijik First Nation

COMMUNITY POWWOWS

In 2022, JEDI went to 11 New Brunswick Powwows to share information on our programs and be more involved with the communities.

Elder Sharing Circles

JEDI continued to host sharing circles with Elder Donna Augustine during the Business Accelerator program. The sharing circles gave participants the opportunity to share challenges they faced on both a business and personal level during the program. The sharing circles helped to make the programs a success and the participants were grateful for Elder Donna's teachings and wisdom.

Awards

In 2022, JEDI made the Indigenomics "10 to Watch" list, an annual list of organizations that demonstrate excellence and leadership in the emerging 100-billion-dollar Indigenous economy. Started in 2019, the annual list recognizes business leadership in building economic reconciliation, inclusion and designing business relationships to support the growth of the Indigenous economy.

In 2023, JEDI received recognition from Future Wabanaki/Avenir NB/Future NB for valuable contributions to New Brunswick's K-12 Education. This was for JEDI's participation in Future Wabanaki's Indigenous Internship program.

JOINT ECONOMIC DEVELOPMENT INITIATIVE INC.

Statement of Revenues and Expenditures

Year Ended March 31, 2023

	Budget 2023 <i>(Unaudited)</i>	Total 2023	Total 2022 <i>Restated</i>
REVENUES			
Aboriginal Affairs Secretariat	\$ 105,000	\$ 105,000	\$ 105,000
Atlantic Canada Opportunities Agency	687,591	608,549	397,742
CCNB - Big Data Delivery	-	-	215,023
DPETL - CORE	1,536,383	1,320,181	1,140,775
ESDC - Skills and Partnership Fund (IT Project)	342,773	28,690	302,348
ESDC - Sectoral Initiative Project (ISTAR)	674,484	105,626	-
Indigenous Services Canada	663,048	515,975	202,046
Interest income	-	2,415	1,902
Other Project Funding <i>(Note 9)</i>	320,165	565,004	235,398
	4,329,444	3,251,440	2,600,234
EXPENSES			
DPETL - Core	1,536,383	1,312,293	1,138,659
ESDC - Skills and Partnership Fund (IT Project)	465,871	28,689	302,348
ESDC - Sectoral Initiative Project (ISTAR)	687,400	83,565	-
Indigenous Services Canada Initiatives	413,886	299,417	31,500
Other Project Costs <i>(Note 10)</i>	209,385	285,358	92,623
Accounting fees	7,275	6,686	7,950
Advertising and promotion	25,000	24,015	20,755
Amortization of property and equipment	-	22,061	-
Conferences expenses	3,400	23,012	13,288
Insurance	7,200	7,088	7,559
Interest and bank charges	1,175	1,909	2,139
Miscellaneous	58,500	66,438	26,568
Office	41,900	38,884	53,226
Plenary	30,000	23,271	9,704
Professional fees	4,500	4,549	2,000
Repairs and maintenance	7,250	6,257	11,168
Salaries and wages	380,819	347,770	293,613
Telephone	8,500	8,634	10,645
Training	21,000	19,669	7,697
Travel	30,000	28,040	3,716
Business Accelerator	125,000	112,012	150
Joint Aboriginal Development Fund	40,000	62,152	49,232
Aboriginal Internship Program	225,000	205,524	170,369
CCNB - Cyber Security	-	-	215,023
	4,329,444	3,017,293	2,469,932
EXCESS OF REVENUES OVER EXPENSES	\$ -	\$ 234,147	\$ 130,302



**JOINT
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