

# **Entrepreneurship, Training and Trade**

# **Entreprenariat, Formation professionnelle et Commerce**

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**Annual Report  
2012-2013**

**Rapport annuel  
2012-2013**

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His Honour the Honourable Philip S. Lee, C.M., O.M.  
Lieutenant Governor of Manitoba  
Room 235, Legislative Building  
Winnipeg, Manitoba  
R3C 0V8

Your Honour:

I am pleased to present the Annual Report for the Department of Entrepreneurship, Training and Trade for the fiscal year ending March 31, 2013.

Respectfully submitted,

*Original Signed by*

Peter Bjornson  
Minister



Son Honneur l'honorable Philip S. Lee, C.M., O.M.  
Lieutenant-gouverneur du Manitoba  
Palais législatif, bureau 235  
Winnipeg (Manitoba) R3C 0V8

Monsieur le Lieutenant gouverneur,

J'ai le plaisir de présenter à Votre Honneur le rapport annuel du ministère de Entrepreneuriat, Formation professionnelle et Commerce pour l'exercice se terminant le 31 mars 2013.

Je vous prie d'agréer, Monsieur le Lieutenant-gouverneur, l'expression de mon profond respect.

Le ministre,

*Document original signé par :*

Peter Bjornson





Entrepreneurship Training and Trade  
Deputy Minister  
Legislative Building  
Winnipeg, MB R3C 0V8

Honourable Peter Bjornson  
Minister of Entrepreneurship, Training and Trade  
Room 333, Legislative Building  
Winnipeg, Manitoba

Dear Minister:

We have the honour of presenting the Annual Report for the Department of Entrepreneurship, Training and Trade for the period April 1, 2012 to March 31, 2013. The activities and efforts undertaken by the Department with our industry partners are intended to support the growth and prosperity of the Manitoba economy and the influence of our province within a united Canada and a changing world. Working towards these goals, we are pleased to profile a few outcomes achieved in 2012-2013.

The Department began administering the new Commercialization Support for Business Program. The Program targets Manitoba entrepreneurs and small to medium sized enterprises that are seeking to start-up, expand or modernize their business through innovation and commercialization. The Program offers financial assistance to support entrepreneurs and businesses as they move through the process of conceiving, developing and commercializing products and processes and expanding into new markets. The Program is jointly delivered with the departments of Innovation, Energy and Mines, and Manitoba Agriculture, Food and Rural Initiatives. The Department confirmed cost-sharing assistance for 84 new business development projects totalling \$3.5 million, providing valuable support in the areas of life-sciences, information and communications technology, agri-products and manufacturing.

The Canada/Manitoba Business Service Centre (C/MBSC) responded to approximately 26,000 walk-in/phone business and trade-related inquiries and in addition, the Small Business Development Branch in Winnipeg and Brandon registered approximately 10,700 client interactions during the year. The C/MBSC also delivered 145 business and trade related seminars and workshops to approximately 3,500 participants in Winnipeg and throughout all regions of Manitoba. During the year, 131 business seminars of the 145 seminars delivered were broadcast to approximately 1,200 participants via the Small Business Learning Network's video conferencing medium. During the fiscal year, 659 participants attended the 32, three-day Business Planning Workshops conducted throughout Manitoba.

The Business Immigration and Investment Branch, through its Business Settlement Office, successfully supported the investment by immigrant investors under the Provincial Nominee Program for Business of \$20.9 million in initial investments in 91 businesses maintaining or creating 277 jobs in Manitoba.

The Department carried out an extensive update of the provincial and local government regulatory information available within BizPaL, and expanded the BizPaL service into two additional municipalities. The BizPaL service in Manitoba is now available in 72 communities which represent more than 75% of Manitoba's population.

To support red tape reduction for small businesses, the Department initiated a sector-based pilot project in collaboration with several private sector organizations that set out to identify and better understand regulatory challenges being faced by small businesses, identify potential solutions, and develop an approach that could potentially be applied to additional industry sectors.

The Department played a leading role in the development of Entrepreneurship Manitoba, a new Special Operating Agency that was established as of April 2013 to provide a suite of integrated services to support and enhance the growth and development of Manitoba's entrepreneurial and business community.

The Workforce Development and Income Support Division has developed Manitoba's Strategy for Sustainable Employment and a Stronger Labour Market building on the successful partnerships that have been established with our employer, industry, education, and community stakeholders. Using a positive, enabling, supportive and respectful approach, this strategy will assist individuals, who have complex needs, or require additional supports, transition to the workforce.

Under the umbrella of Manitoba Jobs and Skills Development, labour market programming and services are being integrated by Apprenticeship Manitoba, Employment Manitoba, and Industry Workforce Development. Together, it assisted approximately 61,000 unemployed and employed individuals with training opportunities. In addition, over 2,400 new apprentices were registered for a total of almost 10,000 active apprentices.

The first Manitoba Jobs and Skills Development Centre opened in March 2013 at 111 Lombard Avenue in Winnipeg to provide one-stop labour market services to individuals, businesses and organizations. This streamlined service delivery model will be replicated at existing employment centres over the next year.

The Canada-US and International Relations (CUSIR) Branch planned and supported outgoing, Premier-led missions to Brazil, India, and China to further relations, and worked with incoming international delegations from Iceland, Lower Normandy Region in France, and the US.

The Branch coordinated Manitoba's ongoing advocacy in the US on hydroelectric power and cross-border water issues, including the Premier's missions to Washington, DC, Minnesota, and the Western Governors' Association. CUSIR also supported Manitoba's participation at several ongoing international fora, including the Southeastern United States – Canadian Provinces Alliance, the Pacific Northwest Economic Region, North America's Corridor Coalition (NASCO), the Legislators' Forum, and the Midwestern Legislative Conference, and coordinated work on Manitoba's ongoing international development partnerships in Philippines and Ukraine.

In addition to facilitating 14 diplomatic visits, coordinating and organizing The Order of Manitoba and the Order of the Buffalo Hunt, the Protocol Office also assumed responsibility for the office of the Military Envoy and its related functions and responsibilities. In addition, the office played an important role in organizing the Council of the Federation mission to China, the Diamond Jubilee celebrations in Manitoba to honour Her Majesty The Queen and the bi-centennial celebrations of the Selkirk Settlers and the settlement of Manitoba.

Manitoba Trade and Investment (MTI) worked with over 485 Manitoba companies and organizations interested in entering or expanding in export markets in 2012/13. Manitoba Trade and Investment continues to actively pursue opportunities in Brazil, Russia, India and China (the "BRIC"). Building Manitoba's exports to the BRIC and other emerging markets is part of Manitoba's diversification strategy. In fiscal year 2012/13, Manitoba Trade and Investment undertook activities in Brazil, Russia, India and China to assist Manitoba companies to enter and expand within these markets. These activities included business missions with senior government officials to Brazil, India and China and participation in tradeshows. In addition, in September 2012, the Province of Manitoba announced the appointment of Manitoba's new Foreign Trade Representative in Brazil.



The department will continue to undertake initiatives and strategic planning that will contribute to furthering the economic, labour market and social inclusion of all Manitobans.

Respectfully submitted,

*Original Signed by*

Hugh Eliasson

Deputy Minister of  
Entrepreneurship, Training and Trade

*Original Signed by*

Jim Eldridge

A/Deputy Minister of  
Federal/Provincial and International Relations





## **Entrepreneuriat, Formation professionnelle et Commerce**

Bureau du sous-ministre  
Palais législatif  
Winnipeg (Manitoba) R3C 0V8

Monsieur Peter Bjornson  
Ministre de l'Entrepreneuriat, de la Formation professionnelle et du Commerce  
Palais législatif, bureau 333  
Winnipeg (Manitoba)

Monsieur le Ministre,

Nous avons l'honneur de vous présenter le rapport annuel du ministère de l'Entrepreneuriat, de la Formation professionnelle et du Commerce pour l'exercice allant du 1<sup>er</sup> avril 2012 au 31 mars 2013.

Les activités et les efforts du ministère, en collaboration avec nos partenaires du secteur, viennent appuyer notre vision pour le Manitoba, à savoir une province prospère et influente au sein d'un Canada unifié et d'un monde en changement. Permettez-nous de vous présenter un aperçu de quelques-unes des réalisations du ministère qui, au cours de l'exercice 2012-2013, ont contribué à notre vision pour le Manitoba :

Le ministère a commencé à administrer le nouveau Programme d'aide à la commercialisation destinée aux entreprises. Le Programme cible les entrepreneurs et les petites et moyennes entreprises du Manitoba qui cherchent à lancer, à élargir ou à moderniser leur entreprise au moyen de l'innovation et de la commercialisation. Le Programme offre une aide financière pour appuyer les entrepreneurs et les entreprises pendant le processus de conception, de mise au point et de commercialisation de leurs produits et processus, et d'accéder à de nouveaux marchés. Le Programme est offert conjointement avec Innovation, Énergie et Mines Manitoba, et Agriculture, Alimentation et Initiatives rurales Manitoba. Le ministère confirme l'aide à frais partagés pour 84 nouveaux projets de développement d'entreprise totalisant 3,5 millions de dollars, afin de fournir un soutien précieux dans les domaines des sciences de la vie, des technologies de l'information et des communications, des produits agricoles et de la fabrication.

Le Centre de services aux entreprises Canada-Manitoba a répondu à quelque 26 000 demandes en personne ou par téléphone touchant les entreprises et le commerce et, de plus, la Direction du développement des petites entreprises a enregistré environ 10 700 interactions avec la clientèle au cours de l'année à Winnipeg et à Brandon. Le Centre a également présenté 145 séminaires et ateliers sur les affaires et le commerce auxquels ont assisté environ 3 500 participants à Winnipeg et dans toutes les régions du Manitoba. Au cours de l'année, des 145 séminaires offerts, 131 séminaires sur les affaires ont été diffusés à environ 1 200 participants par le système de vidéoconférence du réseau d'apprentissage en ligne pour les petites entreprises. Pendant l'exercice, 659 personnes ont participé aux 32 ateliers de planification d'entreprise d'une durée de trois jours organisés dans tout le Manitoba.

La Direction de l'immigration des investisseurs et des entrepreneurs, par l'intermédiaire du Bureau d'établissement des gens d'affaires immigrants, a appuyé avec succès les investissements des investisseurs immigrants dans le cadre du programme Candidats du Manitoba pour les gens d'affaires de 20,9 millions de dollars en investissements initiaux dans 91 entreprises qui créent ou maintiennent 277 emplois au Manitoba.

Le ministère a entrepris une vaste mise à jour des renseignements réglementaires des gouvernements provincial et local offerts dans le cadre de PerLE, et a étendu le service PerLE à deux autres municipalités. Le service PerLE au Manitoba est maintenant offert dans 72 communautés qui représentent plus de 75 % de la population manitobaine.

Pour appuyer la réduction des formalités administratives pour les petites entreprises, le ministère a entrepris un projet pilote sectoriel en collaboration avec plusieurs organismes du secteur privé afin de déterminer et de mieux comprendre les défis de réglementation auxquels font face les petites entreprises, de cerner les solutions éventuelles et d'élaborer une approche qui pourrait éventuellement être appliquée à d'autres secteurs industriels.

Le ministère a joué un rôle de premier plan dans le développement d'Entrepreneuriat Manitoba, un nouvel organisme de service spécial qui a été établi en avril 2013 en vue de fournir un ensemble de services intégrés visant à appuyer et à améliorer la croissance et le développement du secteur des entrepreneurs et des entreprises du Manitoba.

La Division du perfectionnement de la main-d'œuvre et du soutien du revenu a élaboré la Stratégie manitobaine de création d'emplois durables et de renforcement du marché du travail en s'appuyant sur les partenariats réussis qui ont été établis avec nos intervenants des employeurs, de l'industrie, du domaine de l'éducation et de la communauté. Grâce à une approche positive, constructive, favorable et respectueuse, la Stratégie aidera les particuliers, qui ont des besoins complexes ou qui exigent des soutiens supplémentaires, à intégrer le marché du travail.

Sous l'égide d'Emplois et développement des compétences du Manitoba, Apprentissage Manitoba, Emplois Manitoba et Perfectionnement de la main-d'œuvre dans l'industrie ont intégré les programmes et les services relatifs au marché du travail. Ensemble, ils ont aidé environ 61 000 personnes avec et sans emploi avec des possibilités de formation. De plus, plus de 2 400 nouveaux apprentis ont été enregistrés, pour un total de près de 10 000 apprentis actifs.

Le premier Centre d'emploi et de développement des compétences du Manitoba a ouvert ses portes en mars 2013 au 111, avenue Lombard à Winnipeg, afin de fournir un centre unique de services liés au marché du travail aux particuliers, aux entreprises et aux organismes. Ce modèle simplifié de prestation de services sera reproduit dans les centres d'emploi existants au cours de l'année prochaine.

La Direction des relations canado-américaines et internationales a planifié et appuyé des missions à l'étranger dirigées par le premier ministre au Brésil, en Inde et en Chine pour renforcer les liens avec ces pays, et à travaillé avec des délégations internationales venant d'Islande, de la Région de la Basse-Normandie en France et des États-Unis.

La Direction a coordonné les efforts de promotion continus du Manitoba auprès des États-Unis en ce qui concerne les questions sur l'énergie hydroélectrique et les ressources d'eau à la frontière avec les États-Unis, dont les missions du premier ministre à Washington (DC), au Minnesota et à la réunion de la Western Governors' Association. La Direction des relations canado-américaines et internationales a également appuyé la participation de la Province à plusieurs forums internationaux, notamment la conférence de l'Alliance des États du sud-est des États-Unis et des provinces canadiennes, la réunion de la Pacific Northwest Economic Region, la réunion de la North America's Corridor Coalition (NASCO), le Legislators' Forum et la Midwestern Legislative Conference. Elle a coordonné aussi les travaux relatifs aux partenariats de développement international en cours aux Philippines et en Ukraine.

En plus de faciliter 14 visites diplomatiques, de coordonner et d'organiser l'Ordre du Manitoba et l'Ordre de la chasse au bison du Manitoba, le Bureau du protocole est chargé également du bureau de l'envoyé pour les affaires militaires et de ses fonctions et responsabilités. De plus, le Bureau a joué un rôle important dans l'organisation de la mission du Conseil de la fédération en Chine, les célébrations du Jubilé de diamant au Manitoba en l'honneur de Sa Majesté la reine et les célébrations du bicentenaire de l'arrivée des colons de Lord Selkirk et de l'établissement de la colonie du Manitoba.

Commerce et Investissement Manitoba a travaillé avec plus de 485 entreprises et organismes du Manitoba qui souhaitaient pénétrer les marchés d'exportation ou s'y développer en 2012-2013. Il continue de chercher activement de nouvelles possibilités au Brésil, en Russie, en Inde et en Chine (les pays BRIC). La stratégie de diversification du Manitoba comprend l'élargissement des exportations du Manitoba vers les pays BRIC et d'autres nouveaux marchés. Au cours de l'exercice 2012-2013, Commerce et Investissement Manitoba a entrepris des activités au Brésil, en Russie, en Inde et en Chine pour aider les entreprises manitobaines à pénétrer ces marchés ainsi qu'à se développer sur les marchés où elles sont déjà présentes. Ces activités comprenaient des missions commerciales avec de hauts fonctionnaires du Brésil, de l'Inde et de la Chine, ainsi que la participation à des foires commerciales. En outre, en septembre 2012, la Province du Manitoba a annoncé la nomination de son nouveau représentant du commerce international au Brésil.

Le ministère continuera d'entreprendre des initiatives et des activités de planification stratégique qui contribueront à favoriser l'intégration sociale, économique et professionnelle de tous les Manitobains.

Nous vous prions d'agréer, Monsieur le Ministre, l'assurance de notre haute considération.

Le sous-ministre de l'Entrepreneuriat,  
de la Formation professionnelle  
et du Commerce,

Le sous-ministre par intérim des  
Relations fédérales-provinciales  
et internationales,

*Document original signé par:*

*Document original signé par :*

Hugh Eliasson

Jim Eldridge



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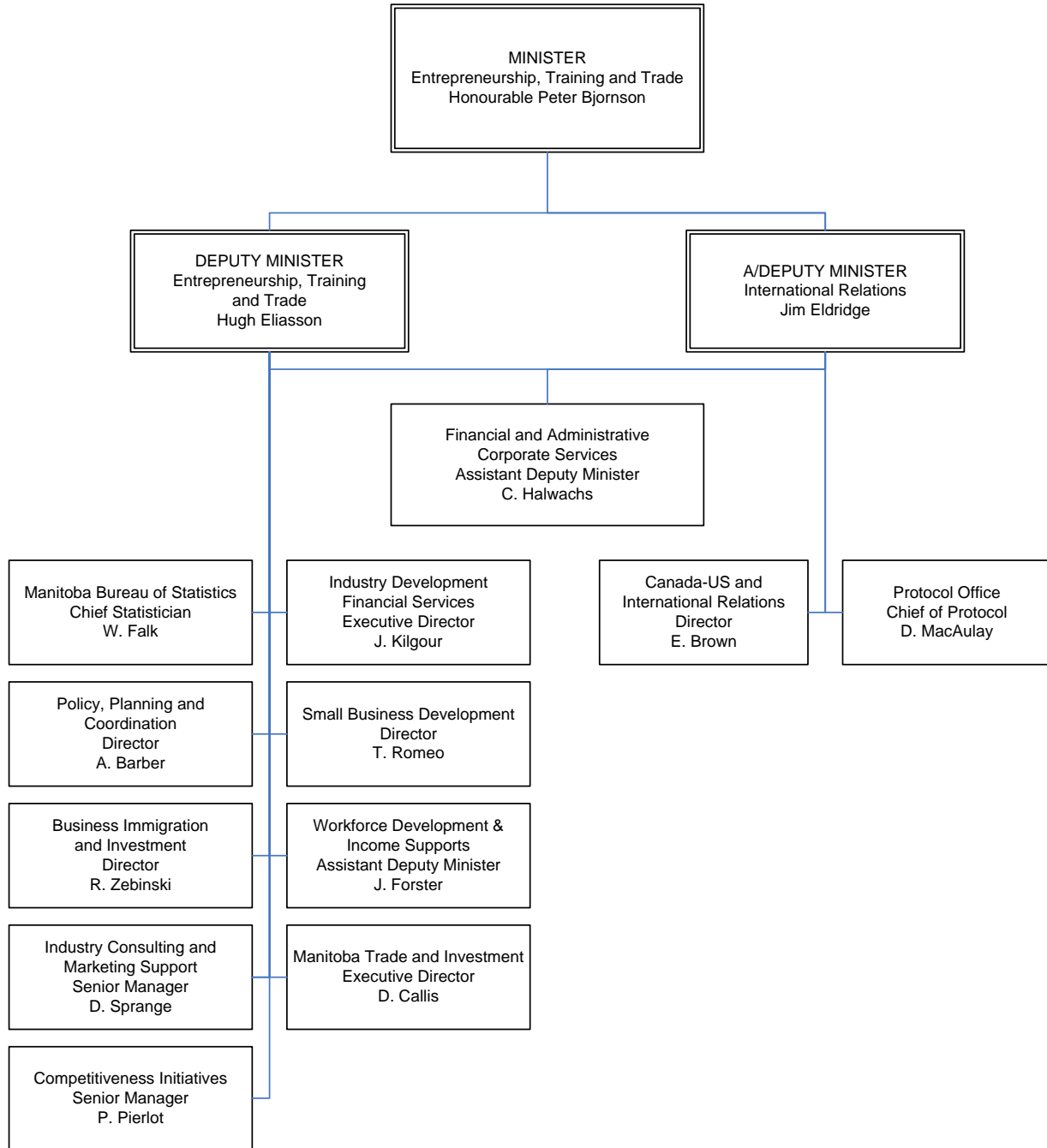
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# ENTREPRENEURSHIP, TRAINING AND TRADE ORGANIZATION CHART As at March 31, 2013



NOT REFLECTED ON THIS CHART:  
THE MANITOBA DEVELOPMENT CORPORATION and  
MANITOBA TRADE & INVESTMENT CORPORATION



# PREFACE

## REPORT STRUCTURE

The Annual Report is organized in accordance with the department's appropriation structure and the Main Estimates of Expenditure for the Province. The Report includes financial performance and variance information at the main and sub-appropriation levels and information relating to the department's objectives and results at the sub-appropriation level. The Report also includes information about associated agencies, business assistance, revenue and expenditures, a five-year comparison of expenditures and a staffing analysis.

## STATUTORY RESPONSIBILITIES

The Advisory Council on Workforce Development Act .....	A 6.5
The Apprenticeship and Certification Act .....	A 110
The Convention Centre Corporation Act (S.M. 1988-89, c. 39) .....	-
The Crocus Investment Fund Act (except section 11) .....	C 308
The Design Institute Act.....	D 40
The Development Corporation Act.....	D 60
The Education Administration Act (clause 3(1)(h), as it relates to training) .....	E 10
The Employment and Income Assistance Act.....	E 98
The Franchises Act.....	F 156
The Labour Mobility Act .....	L 5
The Labour-Sponsored Venture Capital Corporations Act (Part 2, and sections 16 to 18 as they relate to Part 2) .....	L 12
The Labour Administrative Act (as it relates to certain training programs) .....	L 20
*The Social Services Administration Act (as it relates to employment and income support) .....	S165
The Statistics Act .....	S 205
The Manitoba Trade and Investment Corporation Act .....	T 125
and	
The Rent Aid Regulation, M.R. 148/2006, made under The Housing and Renewal Corporation Act	

\*Under the Social Services Administration Act, responsibility for

- Income Supplement for Persons Eligible for Old Age Security Benefits, (55 PLUS) Regulation, M.R. 65/90
- Income Supplement for Persons Not Eligible for Old Age Security Benefits, (55 PLUS) Regulation, M.R. 64/90
- Manitoba Child Benefit Regulation, M.R. 85/2008
- Vocational Rehabilitation of Disabled Persons Regulation, M.R. 1/90

As per Schedule "H" & "T", Order-In-Council 382/2012

## **SUSTAINABLE DEVELOPMENT**

The department is committed to the Principles and Guidelines set out in The Sustainable Development Act and works to have them incorporated into departmental activities, programs and business practices. Sustainable development initiatives undertaken within the operation of the department's programs are: minimizing waste through the efficient use of office supplies and recycling; increased utilization of the internet to communicate and disseminate information to our internal and external clients; delivery of a variety of workshops, seminars, business counselling sessions and research assistance suitable for use by businesses involved with the production/delivery of environmental products and services; and participation on various sustainable development committees and working groups such as the Code of Practice; Financial Management and Sustainability Reporting teams.

The Principles and Guidelines of Sustainable Development are:

1. Integration of Environmental and Economic Decisions
2. Stewardship
3. Shared Responsibility and Understanding
4. Prevention
5. Conservation and Enhancement
6. Global Responsibility
7. Efficient uses of Resources
8. Public Participation
9. Access to Information
10. Integrated Decision Making and Planning
11. Waste Minimization and Substitution
12. Research and Innovation.

The Sustainable Development Procurement Goals:

1. Education, Training and Awareness
2. Pollution Prevention and Human Health Protection
3. Reduction of Fossil Fuel Emissions
4. Resource Conservation
5. Community Economic Development

## **ORGANIZATION**

The department's 2012/13 organization structure is illustrated in the Organization Chart, page i. The Vision, Mission, Critical Priorities, roles, responsibilities and staffing are outlined in the following information.

### **VISION**

The Department of Entrepreneurship, Training and Trade is committed to improving quality of life through furthering the economic, labour market and social inclusion of all Manitobans and growing an economy that benefits all Manitobans by advancing the Province as a thriving place to live, learn, work and invest.

### **MISSION STATEMENT**

Entrepreneurship, Training and Trade provides programs and services by:

- Fostering trade, investment and entrepreneurship in partnership with stakeholders to maximize opportunities for prosperity for all Manitobans;
- Supporting the development of a skilled and sustainable workforce;
- Supporting training and employment opportunities to allow citizens to achieve fuller participation in society and greater self sufficiency and independence;
- Providing financial and other supports to citizens who need help meeting their basic needs so that they may achieve fuller participation in society.

The department is organized in five divisions:

**THE ADMINISTRATION AND FINANCE DIVISION** provides support for the operation of the offices of the Minister and Deputy Minister; provides central financial, administrative and computer support services to the departments of Entrepreneurship, Training and Trade and Innovation, Energy and Mines; provides policy support in trade and economic development to the department and across government; co-ordinates and supports departmental strategic and business planning and knowledge management initiatives; and co-ordinates the economic and labour force statistical system to adapt to the changing policy and program requirements of the Manitoba government and Crown agencies.

**THE BUSINESS SERVICES DIVISION** provides or facilitates businesses' access to capital to spur the establishment and expansion of enterprises to improve the economic status of Manitoba; provides sector expertise to businesses in the areas of marketing, technology, business development and management; provides department-wide marketing support and development of promotional products; co-ordinates and delivers a range of services for the enhancement and growth of Manitoba's entrepreneurial and small business community; and increases inward investment to attract businesses and business people to Manitoba through general promotion, business or company recruitment, and entrepreneur recruitment. Provides leadership and coordination for improving government service delivery to businesses, the Manitoba Manufacturing Sector Economic Development Plan and other initiatives that aim to advance the productivity and competitiveness of business in Manitoba.

**WORKFORCE DEVELOPMENT AND INCOME SUPPORT** brings together a variety of programs in order to strengthen Manitoba's workforce, connect individuals to employment, promote independence and provide basic financial assistance. The division works to help individuals gain knowledge, skills, qualifications and supports to succeed in the workforce, at the same time as helping to meet growing demand in the labour market. Programs that assist employers and job seekers work in collaboration to provide greater employment opportunities for Manitobans including supporting Employment and Income Assistance participants and individuals with some challenges or barriers to employment to find and keep good jobs. Through Manitoba Jobs and Skills Development, services for Apprenticeship, Employment Manitoba, Essential Skills and Industry Workforce Development are integrated to realize Manitoba's workforce potential. This is enhanced by the work of the Ministers' Advisory Council on Workforce Development.

Employment and Income Assistance programs provide basic financial assistance for those in need, while fostering financial independence and aligning individual skill development with pathways to real jobs.

Market *ABILITIES* provides vocational rehabilitation assistance to help people with disabilities succeed in the workforce and meet employers' labour needs. The Division works in partnership with a multitude of industry, labour, education and community stakeholders to identify human resource, skills, training and support needs; develops effective strategies to meet those needs; and provides assistance for Manitobans to attain independence and sustainable employment.

**INTERNATIONAL RELATIONS AND TRADE DIVISION** is the branches of: Canada-U.S. and International Relations, Protocol, and Manitoba Trade and Investment. In addition, the policy coordination unit of Entrepreneurship, Training and Trade provides lead support on internal trade and trade policy matters. The core business of the International Relations and Trade Division is relationship-building, in particular, strengthening strategic relationships with respect to international and trade and investment activities with: governments in the United States and other international jurisdictions; the diplomatic community in Canada and abroad; and the business community in Manitoba and external markets.

## ADMINISTRATION AND FINANCE

### MINISTER'S SALARY AND EXECUTIVE SUPPORT

The Administration and Finance Division comprises the Executive Support Offices, Financial and Administrative Services, Policy, Planning and Coordination, and Manitoba Bureau of Statistics.

#### EXECUTIVE SUPPORT

Executive Support includes the Offices of the Minister and Deputy Minister. The Minister provides leadership and direction to ensure the goals and objectives of the department are accomplished. The Office of the Deputy Minister provides the Minister with advice and information regarding issues and matters of concern to the department. Executive Support is responsible for providing the department with policy direction and the overall planning and co-ordination of departmental activities.

##### 10-1(a) Minister's Salary

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	\$	Variance Over (Under)	Expl. No.
Minister's Salary	37	1.00	37	-	
<b>Total Expenditures</b>	<b>37</b>	<b>1.00</b>	<b>37</b>	<b>-</b>	

##### 10-1(b) Executive Support

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	655	9.00	612	43	
Total Other Expenditures	72		73	(1)	
<b>Total Expenditures</b>	<b>727</b>	<b>9.00</b>	<b>685</b>	<b>42</b>	

## FINANCIAL AND ADMINISTRATIVE SERVICES

Financial and Administrative Services is comprised of two primary components; Finance and Administration and Computer Services. The branch provides shared Financial and Administrative and Computer Services to the departments of Entrepreneurship, Training and Trade and Innovation, Energy and Mines.

### OBJECTIVES

The objectives of Financial and Administrative Services are as follows: to provide leadership, program direction and operational coordination to support department activities; to provide high quality, timely and customer responsive administration, financial management, and information technology; develop and administer appropriate administrative and financial standards, policies and procedures; and to develop and maintain appropriate reporting systems to provide timely and accurate decision-making information to senior management in the departments and in central agencies through a centralized support service.

### ACTIVITIES/RESULTS

**Finance and Administration** supports the mission and goals of the Department by:

- Processing payments and receipts;
- Providing computer business application development and support services;
- Administering and coordinating the Department's parking and pool vehicle programs;
- Providing for physical accommodations;
- Providing advisory and specialized accounting and financial management services to departmental personnel and related entities;
- Coordinating the departmental administration of the *Freedom of Information and Protection of Privacy Act* and *The Public Sector Disclosure (Whistleblower) Protections Act*;
- Managing the department's records management program and
- Providing timely, accurate and relevant information to departmental and central agency decision-makers including budgetary, cash flow and year end reporting.

**Computer Services** provides the department with information technology coordination and support services including: Strategy Planning, IT Planning, Value Management, IT Governance, Project Portfolio and Business Analysis, Alignment of Business & Technology Services, Business Process Improvement, Innovation and Change Management; user education and assistance (outside the standard suite); and implementation of government wide initiatives, and adherence to guidelines and standards.

#### 10-1(c) Financial and Administrative Services

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	1,957	27.00	1,765	192	
Total Other Expenditures	365		422	(57)	
Less: Recoverable from Innovation, Energy and Mines	(150)		(150)	-	
<b>Total Expenditures</b>	<b>2,172</b>	<b>27.00</b>	<b>2,037</b>	<b>135</b>	



## **POLICY, PLANNING AND COORDINATION**

### **OBJECTIVES**

Policy, Planning and Coordination provides analytical, advisory and research support services to the Minister, Cabinet and other provincial departments and agencies. This includes undertaking analysis of trade, labour market and economic policy issues, providing critical information and working closely with other partners to promote economic development in Manitoba. The Branch's Labour Market Information Unit provides labour market analysis to support program and policy development in government departments involved in education, training and immigration, and co-ordinates, develops and disseminates labour market information directly to the public to support service delivery within the Department.

### **ACTIVITIES/RESULTS**

The Branch manages the ongoing implementation of the Agreement on Internal Trade (AIT) in Manitoba. Efforts in this area include: supporting the Minister's participation as a member of the Ministerial Committee on Internal Trade; serving as Manitoba's Internal Trade Representative; co-ordinating the government-wide participation in the Agreement; direct responsibility for negotiations pursuant to the Agreement on Internal Trade, including the negotiation and ongoing implementation and monitoring of the revised Labour Mobility Chapter and monitoring and participating in disputes arising under the revised Dispute Resolution Chapter.

Policy, Planning and Coordination supports the Premiers of Manitoba and New Brunswick in their role as co-leaders on internal trade under the Council of the Federation, which includes coordinating and reporting on progress on internal trade initiatives under the Council of the Federation Workplan. In 2012/2013, the Branch engaged Manitoba Departments, regulatory authorities and stakeholders to implement the Labour Mobility Chapter of the AIT. The Branch also continued negotiations to strengthen the AIT's dispute resolution provisions, to reconcile business licensing and corporate registrations requirements and to enhance transparency of government procurement.

As lead provincial agent for international trade policy, the Branch develops provincial policy for implementation of international trade agreements such as the North American Free Trade Agreement (NAFTA) and the World Trade Organization (WTO). The Branch also works to ensure that Manitoba's priorities and concerns are reflected in new trade negotiations through consultations with key stakeholders. In 2012/2013, the Branch served as Manitoba's Chief Negotiator in a wide range of international trade negotiations in which Canada is currently engaged. Consultations and updates on the status of these negotiations were provided to government, industry and civil society stakeholders.

The Branch provides support for ministerial meetings and conferences, including meetings of Ministers and Deputy Ministers responsible for International Trade, Industry and Labour Markets. The Branch also provides support to the Premier including briefings on trade, labour market and competitiveness issues for the Western Premiers' Conference, Western Governors' Meetings, the Annual Meetings of the Council of the Federation, and First Ministers' Meetings.

Activities of the Labour Market Information Unit include: production of electronic and printed career and labour market information products such as *the Manitoba Prospects*; active participation in the Forum of Labour Market Minister's Working Groups on Labour Market Information; maintenance of an internal labour market information working group; internal labour market analysis and briefings; and, increased access to labour market information through partnerships, websites, presentations to job seekers, students, regulators, sector organizations, employment practitioners, employment counsellors and career symposia.

In 2012/2013, the Branch worked in conjunction with the Department of Immigration and Multiculturalism to coordinate Manitoba's interdepartmental efforts to develop a principles-based framework for

assessment and recognition of foreign qualifications for priority occupations under the Pan-Canadian Framework for the Assessment and Recognition of Foreign Qualifications.

The Branch provides policy advice and support to economic development initiatives including: Provincial Small Business policy service improvements, and support to the development and transition of Entrepreneurship Manitoba as a new Special Operating Agency in ETT.

Planning support is provided to the Department of Entrepreneurship, Training and Trade including: coordination and production of the department's annual plan, leading the development of a departmental human resource and renewal plan, as well as provision of ministerial advisory and speaking notes on trade, labour market and economic policy issues.

The Branch represents the Government of Manitoba on the Provincial-Territorial Advisory Committee and the Trade Advisory Committee of the Standards Council of Canada. This function involves interdepartmental co-ordination to represent Manitoba's views on standards-related issues before the Council.

**10-1(d) Policy, Planning and Coordination**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	754	10.00	806	(52)	
Total Other Expenditures	201		237	(36)	
<b>Total Expenditures</b>	<b>955</b>	<b>10.00</b>	<b>1,043</b>	<b>(88)</b>	

# MANITOBA BUREAU OF STATISTICS

## OBJECTIVES

The primary role of the Manitoba Bureau of Statistics (MBS) is to serve the informational requirements of the Manitoba Government, its departments and crown agencies. Specific objectives are:

- to actively participate in and coordinate the development of the Manitoba statistical system in terms of information needs, collection, dissemination, analysis and presentation;
- to adapt the Manitoba statistical system to address changing policy and program requirements and emerging issues.

In order to further its objective, MBS functions as the designated focal point for interface between the Province and Statistics Canada.

As the provincial central statistical agency, MBS has the following characteristics:

\*Impartiality   \*Selective Specialization   \*Surveys   \*Coordination   \*Legislative Mandate

## ACTIVITIES/RESULTS

The MBS strategic thrust is the provision of comprehensive information services to the Manitoba government, its agencies, the business community, and the general public. This strategy is carried out through four major areas of activity:

- responding to requests for MBS developed information; and liaison/coordination with Statistics Canada, provincial user departments/crown agencies, and with other provincial statistical agencies;
- providing common information services in order to avoid duplication of effort and costs in the areas of information collection, analysis and dissemination; and provision of relevant information to senior and executive levels of government;
- undertaking information development, surveys (consulting, design, implementation, analysis), statistical consulting, economic and tax revenue impact assessments, information processing, web-based information dissemination systems, and adequacy of surveys;
- Administrating the Bureau of Statistics and The Statistics Act (Chapter S205).

MBS is a service-driven agency. Selected activities and achievements are as follows:

**Economic Accounts** – MBS maintained an economic accounts framework for the Manitoba economy. These annual accounts measured the overall performance of the provincial economy, with additional detail about principal industries and sectors. Information from the Economic Accounts is used throughout the public and private sectors in Manitoba. MBS maintained a historical graphical and table review of the Manitoba economy, including industrial sectors, for the years 1981-2011.

**Manitoba Population Estimates and Projections** – Continued liaison with Statistics Canada and other provincial and territorial statistical agencies regarding the determination of the appropriate statistical methodology to be used to determine provincial and territorial population estimates. These population estimates are of critical importance as they are used to determine Manitoba transfer payments. MBS is continuing research on developing population estimates at the community level (e.g. Brandon, Steinbach, Thompson). A new set of Manitoba and Regional population projections were released in March 2013. For the first time, MBS is developing a set of Regional Labour Force projections for a October 2013 release.

**Economic and Tax Revenue Impact Assessments:** MBS developed Manitoba economic and tax revenue impact assessments to help inform government decision making on infrastructure and other building projects and to estimate provincial employment impacts and net cost to government of selected government programs/initiatives. The MBS Economic and Tax Revenue Impact Assessment Models were often engaged for projects requested by departments, crown agencies and the private sector to determine the total provincial impacts to GDP, employment and tax revenue resulting from a wide range of projects or activities in the province.

**Statistical Information Product Subscriptions** – Departmental subscriptions to the full MBS subscription 7 (3 Manitoba government, 1 federal government and 3 business). In addition, the Legislative Library received six complete sets of MBS information products free of charge.

**Reports on Key Economic Indicators and Trends** – These reports encompass indicators such as the Labour Force, Consumer Price Index, Population, Foreign Trade, Retail Trade, Manufacturing Shipments and Investment. Relevant information, presented in both table and chart formats, is distributed on the day of release to selected Ministers and senior government officials. In addition, the “Quarterly Economic Summary”, highlighting recent provincial economic developments, continues to be produced.

**Statistical, Economic and Computer Consulting** – Statistical, economic, computer and survey consulting services were provided to departments and crown agencies on both a “public good” basis and a cost-recovery basis (larger consulting projects).

**Contract Surveys and Information Development** – MBS designed and implemented surveys/information development projects for individual departments and crown agencies on a cost-recovery basis. Projects included Entrepreneurship, Training and Trade - Trade Statistics Database; International Education Branch of Federal-Provincial and International Relations - Survey of International Students, Workforce Skills.. A final report for the major Business and Labour Market Conditions Surveys, for the 16 individual Sector Councils in Manitoba, was produced and distributed in early 2013.

**Information Dissemination System** - MBS has continued to enhance its desktop accessible information systems (e.g. InfoNet, Infoline, Trade). MBS started tracking information on Employment Insurance (EI) claimants. This new information was added to the InfoNet system..

**Interdepartmental Liaison** – MBS assisted individual provincial departments and crown agencies with their statistical activities and problems with the objective of avoiding duplication of effort and costs.

**Federal-Provincial Liaison** - Represented Manitoba's views on statistical matters to Statistics Canada including possible new methodologies to determine Manitoba's population. This activity had a significant impact on the level of federal transfer payments that Manitoba receives. As part of the national statistical system, MBS represents Manitoba on the Consultative Council on Statistical Policy as well as a number of other subject matter statistical committees.

**Information Requests** – MBS responded to inquiries for information from MBS developed databases (Economic Accounts, Investment Statistics, Trade Statistics, Business Register, Vital Statistics, Postal Code Translator File). As well, MBS responded to requests for non-MBS developed data. These information requests ranged from those requiring a single quick response to those that required the development of custom computer-generated reports.

**10-1(e) Manitoba Bureau of Statistics**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	656	11.00	818	(162)	
Total Other Expenditures	458		391	67	
Less: Recoverable from Other Appropriations	(134)		(60)	(74)	
<b>Total Expenditures</b>	<b>980</b>	<b>11.00</b>	<b>1,149</b>	<b>(169)</b>	

## **BUSINESS SERVICES**

### **INDUSTRY DEVELOPMENT**

#### **OBJECTIVES**

The objective of the Financial Services Branch is to facilitate the creation, growth and expansion of businesses in Manitoba in support of the government's economic development strategies. In providing this support the Branch performs the following functions:

- administer several of the programs that provide financing assistance to businesses;
- provide expertise on business case development and business financing to other departments and cross-departmental project teams;
- administer the affairs of the Manitoba Development Corporation and the Manitoba Opportunity Fund;
- provide accounting and financial management services to other units in the government.

#### **ACTIVITIES/RESULTS**

##### **PROGRAMS UNDER ADMINISTRATION**

**Manitoba Industrial Opportunities Program (the MIOP Program)** provides financial support to assist businesses expanding their operations in Manitoba. The financing is in the form of repayable, secured loans and the terms of the loan can be somewhat flexible. Favorable interest rates are available to businesses that undertake significant investment in fixed assets and/or create new jobs. The loans are usually in excess of \$500,000. From March 31, 2000 to March 31, 2013 the MIOP Program has approved loans totaling \$244 million for 50 business expansion projects, program financing has levered \$803 million worth of private sector investment and approximately 8,935 jobs. In 2012/13, the Branch had \$5.5 million of new loans approved, which levered \$19.1 million of new private sector investments. As at March 31, 2013, the program has 20 active loans totaling \$84.2 million under management, with 4,604 Manitoba full time equivalent jobs required and 4,212 Manitoba full time equivalent jobs were maintained.

**Commercialization Support For Business Program (the CSB Program)** provides financial support to assist with business development activities in Manitoba. The program targets Manitoba entrepreneurs and small to medium sized enterprises that are seeking to start-up, expand or modernize their business through innovation and commercialization. The CSB Program offers financial assistance to support entrepreneurs and businesses as they move through the process of conceiving, developing and commercializing products and processes and expanding into new markets. The financing is in the form of cost-sharing assistance and is usually non-repayable. The cost-sharing assistance is usually in the range of up to \$200,000 and may fund up to 50% of the cost of the business development activity. In 2012/13 the Branch confirmed cost-sharing assistance for 84 new business development projects totaling \$3.5 million.

**Third-Party Investment Funds Program (the Investment Program)** provides investment capital to venture capital limited partnerships that are managed by the private sector, who in turn invest this capital in small to medium sized businesses. From its inception in 1996 to March 31, 2013, the Investment Program has invested \$23.4 million in six limited partnerships. The six limited partnerships include: Manitoba Capital Fund (a multi-sector subordinated debt fund); Manitoba Science and Technology Fund (a science and technology equity fund); Renaissance Capital Fund (a multi-sector equity fund); Western Life Sciences Venture Fund LLP (a life sciences equity fund); CentreStone Ventures Limited Partnership (a life sciences equity fund); and Canterbury Park Capital Fund LP (a multi-sector equity fund). As of March 31, 2013, in aggregate the six limited partnerships have invested approximately \$174.3 million into 78 business entities. In 2012/13 there was \$5.2 million outstanding committed capital available to Venture Capital Partnerships.

**Small Business Venture Capital Tax Credit** provides a mechanism to improve the access to equity capital for small businesses within Manitoba. Investors supplying cash equity to small businesses will be entitled to apply a 30% Provincial tax credit against their Manitoba taxes payable. In 2009 the Province approved an allocation of \$10.0 million in tax credits, which will facilitate \$33.0 million in new equity to be raised. During 2012, seven companies were approved to issue equity of which four, in aggregate, raised \$4,460,000 from 22 Manitoba investors.

**Labour-Sponsored Investment Funds Program (the LSIF Program)** provides Manitoba investors with a 15% Provincial tax credit plus access to a 15% Federal tax credit on annual purchases up to \$5,000 in qualifying Funds. Financial Service's role is to administer the registration, and de-registration, of corporations wishing to qualify to be a Labour-Sponsored Investment Fund.

### **SPECIAL PROJECTS**

**Capital Markets Initiative** The Branch is a leader in collaborative, multi-party efforts to strengthen the depth and breadth of the province's capital markets infrastructure. The leadership role arises from the Branch's expertise and contacts in the finance industry and mandate for facilitating business investment.

### **OTHER RESPONSIBILITIES**

**Manitoba Development Corporation (MDC)** is the Province's agent for administering repayable financial assistance and providing administration for the Provincial Nominee Program for Business. The Branch administers MDC's portfolio of loans and investments. As at March 31, 2013, MDC had a net value of \$193.3million in financial assets under management.

**Manitoba Opportunity Fund (MOF)** is the Province's agent for holding and investing the Provincial allocation of immigrant's investments made through the Federal Department of Citizenship and Immigration Canada's (CIC) Immigrant Investor Program. As at March 31, 2013, MOF had a net value of \$278.9 million in financial assets under management.

### **10-2a-1 Industry Development - Financial Services**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	941	13.00	1,137	(196)	
Total Other Expenditures	260		333	(73)	
Program Delivery:					
- Community Operations	9,409		13,425	(4,016)	1
- Less: Interest Recovery	(4,310)		(8,810)	4,500	1
<b>Total Expenditures</b>	<b>6,300</b>	<b>13.00</b>	<b>6,085</b>	<b>215</b>	

1. Lower interest costs and interest received due to less loans outstanding relative to budget.

**10-2a-2 Industry Development – Commercialization Support for Business**

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<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Commercialization Support for Business	2,689	4,175	(1,486)	1
<b>Total Expenditures</b>	<b>2,689</b>	<b>4,175</b>	<b>(1,486)</b>	

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1. A portion of Commercialization Support for Business expenditures were recovered from the Manitoba Opportunities Fund.



## **INDUSTRY CONSULTING AND MARKETING SUPPORT**

### **OBJECTIVES**

The Industry Consulting and Marketing Support Branch works to improve the capabilities and competitiveness of Manitoba's manufacturing, processing and related industries, in support of the government's economic development strategies.

The Branch also provides marketing-related support activities to Manitoba Entrepreneurship, Training and Trade (ETT).

### **ACTIVITIES/RESULTS**

#### **Industry Consulting Group**

The Industry Consulting Groups works with Manitoba companies and industry associations to support industry development and business growth in Manitoba, particularly in manufacturing, processing and related services sectors. The Branch works to support technology development/adoption by Manitoba manufacturers for improved productivity and competitiveness. The Branch also undertakes economic development activities in partnership with other government departments, municipal economic development agencies and the federal government, to support expansion by Manitoba companies and attraction of investment by non-Manitoba firms.

#### ***Highlights of 2012/13***

Work continued with Manitoba's industrial sectors to improve competitiveness through the adoption of new technologies and to encourage expansion through the identification of new opportunities. Although Manitoba manufacturers face ongoing competition from offshore as well as lingering effects of the global recession, Manitoba's manufacturing shipments grew by 1.4% in 2012, after growing 6.7% in 2011. Manufacturing capital investment also grew in 2012, increasing by 10.8% following a 34% increase in 2011, as manufacturers positioned themselves for improving market conditions. Assisting throughout this period have been a number of initiatives begun several years ago, which the branch has participated in or supported, and which were aimed at developing new capabilities and improving productivity within Manitoba. Industry Consulting continues to monitor Manitoba's industrial sectors for their ability to cope within the current economic climate.

The Composites Innovation Centre Manitoba Inc. was incorporated in October 2003 as a not-for-profit corporation with the goal of stimulating economic growth by facilitating innovative technology and product development involving advanced lightweight, high-strength composite materials. The organization provides technology-solutions for companies producing or repairing composite products with a focus on aerospace, bio-composites, ground transportation and civil infrastructure. To achieve its development mandate, the CIC uses key core technical capabilities and knowledge gleaned from a large national /international network of research and commercialization organizations. The organization also supports education and training initiatives aimed at ensuring the availability of people with critical skills for industry.

From 2009 to 2013, the Governments of Canada and Manitoba have provided support of more than \$11.6 million to the CIC through the Canada-Manitoba Economic Partnership Agreement. This investment has helped to solidify the leadership position of Manitoba's composites cluster in Canadian and international markets. Major initiatives in bio-composites and aerospace are being implemented. Extensive research and development work is still required to achieve a viable commercial biocomposites industry in Manitoba. The CIC is seeking to accelerate the use of biocomposite products in the Manitoba ground transportation (bus manufacturing) industry through major bio-composite initiatives with Agriculture and Agrifood Canada. The CIC and the Boeing Company have been instrumental in establishing the advanced Canadian Composite Manufacturing/R&D consortium. The new organization will facilitate technology exchange among its members which are from across Canada.

Industry Consulting Group provides staff and infrastructure support to the Vehicle Technology Centre (VTC), a non-profit organization whose mission is to foster the competitiveness of Manitoba's heavy vehicle manufacturing sector by promoting technology development and adoption in the sector. The VTC's *OEM-Supplier Development Program* (OSDP) encourages original equipment manufacturers to partner with their suppliers in the development of new technologies embodied in improved products and processes. This program has assisted local manufacturers to remain competitive in the North American market through a wide range of projects.

From 2009 to 2013, the Governments of Canada and Manitoba provided funding of \$1.5 million to the VTC, in support of the OEM-Supplier Development Program, under the Canada-Manitoba Economic Partnership Agreement. This funding supported 11 projects and levered additional industry contributions of \$7.8 million for projects totalling over \$9 million. These 11 projects involved 7 OEM's working with over 40 Manitoba-based supplier companies. Two projects were focused on innovation in processes and nine on innovation in products. Product innovations included incorporation of new materials, designs for reduced emissions and noise, designs to accommodate alternative fuels, mechanical systems improvement, improved product performance, and the design of products entirely new to the market. Process innovations included modularizing vehicle electrical systems, incorporation of robotic cutting/finishing, exploration of reaction injection moulding, aluminum joining/bonding and 3D rapid prototyping. A small portion of OSDP funding was used to undertake targeted collaborations with other organizations to promote and disseminate technologies to the vehicle manufacturing industry.

Industry Consulting continued to work with the CME and its stakeholders in the manufacturing industry in the implementation of the CME's *Manufacturing Centre of Excellence* initiative. This initiative built upon the success of its predecessor, the Advanced Manufacturing Initiative, which delivered programming that resulted in observable productivity improvements for participating companies. The *Manufacturing Centre of Excellence* has supported manufacturers wishing to become globally competitive using improved productivity, technology, trade and human resource development. The initiative represents a unique partnership among CME-Manitoba Division, Western Economic Diversification Canada and the Province of Manitoba. The Governments of Canada and Manitoba have invested a total of \$4.2 million toward this initiative under the Canada-Manitoba Economic Partnership Agreement.

A core element of Industry Consulting's work continues to be its individual project development activities with its project managers often taking a lead role in coordinating the activities and actions of other government departments and agencies to work with business to create new jobs and investment in Manitoba. In this regard, the group also works closely with economic development colleagues at Western Economic Diversification Canada, with the City of Winnipeg and other Manitoba municipalities, with Economic Development Winnipeg, Yes! Winnipeg, Manitoba Hydro and others.

An example of this type of joint-agency initiative has been the successful development of a year-round aerospace engine testing and certification facility specializing in engine icing, which opened in Thompson in October 2010. The facility is the home of the Global Aerospace Centre for Icing and Environmental Research (GLACIER) and also supports the not-for-profit Environmental Test, Research, and Education Center (EnviroTREC). GLACIER is a limited joint venture between Rolls-Royce Canada Limited and Pratt & Whitney Canada. EnviroTREC is a not-for-profit research consortium of industry, academia and National Research Council Canada. The new Thompson facility reinforces Manitoba's reputation as a global aerospace centre and strengthens Thompson's importance as an international cold weather test centre. The facility will give the Canadian aerospace industry the capability to work on the next generation of advanced low emission aircraft engines.

In February 2012, GE Aviation opened a new \$50-million engine testing, research and development centre in Winnipeg. The 122,000 square-foot facility is located at the Richardson International Airport and is managed by Winnipeg's StandardAero. Since its opening, GE has spent another \$2.5 million making it functional year-round.

Combined with the 2010 opening of the \$42-million GLACIER test facility in Thompson by Rolls-Royce and Pratt & Whitney, this represents close to \$100 million in greenfield investment in under two years. This has made Manitoba a global centre for aerospace engine testing, with three of the world's largest engine OEM's situated in the province. Over 80% of the world's new gas turbine engines will have certification testing performed in Manitoba.

### Marketing Support Group

The Branch also provides marketing-related support activities to Manitoba Entrepreneurship, Training and Trade (ETT). In this regard, the Branch performs the following marketing support functions:

- Coordination of marketing activities
- Development and production of consistent and competitive marketing materials
- Development of market intelligence and other information
- Investment promotion support services

The Marketing Support Group provides department-wide marketing support and development of promotional products (multimedia marketing materials such as display units, brochures, website promotion, CD-ROMS, etc.). Promotional products are produced in multiple languages, corresponding to various geographic markets of interest. The Marketing Support Group also coordinates placement and production of targeted advertising in selected industrial journals.

The Group manages and maintains the ETT website ([www.gov.mb.ca/ctt](http://www.gov.mb.ca/ctt)) and continues to provide web-based support/service to Manitoba Trade and Investment ([www.manitoba-canada.com](http://www.manitoba-canada.com)). The Group also manages and maintains the Manitoba Investment Portal ([www.investinmanitoba.ca](http://www.investinmanitoba.ca)). In 2012/13, the Group responded to numerous inquires and requests for information. Information packages were prepared for 10 investment leads.

The Group provided collateral marketing materials and support to outgoing trade missions, trade visits and to non-governmental organizations pursuing trade and investment related promotions. Notable among these in 2012/13 were the Premier's missions to Brazil and India.

The Group provides information products on export markets for local Manitoba companies and on Manitoba capabilities for potential clients in overseas markets.

### 10-2(b) Industry Consulting and Marketing Support

Expenditures by Sub-Appropriation	Actual 2012/13 \$	FTE	Estimate 2012/13 \$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	719	9.00	845	(126)	
Total Other Expenditures	317		323	(6)	
<b>Total Expenditures</b>	<b>1,036</b>	<b>9.00</b>	<b>1,168</b>	<b>(132)</b>	

## **SMALL BUSINESS DEVELOPMENT**

Small business is recognized as the engine that drives the Canadian economy. The Branch's target client groups are the 91,400 active small businesses in Manitoba that make up over 98% of all businesses in the province, the self-employed entrepreneurs and new business ventures. Branch clients include businesses from retail, wholesale, manufacturing, services, technology, home-based businesses and entrepreneurs who are starting up new businesses.

## **OBJECTIVES**

The objective of the Small Business Development Branch is to provide the necessary tools for successful business development. The Branch's primary role is to develop, co-ordinate and deliver services and programs for the enhancement and growth of Manitoba's entrepreneurial and small business community. The Branch has recognized the multi-cultural nature of Manitoba's entrepreneurial community and has customized its programs to address the specific needs of these business people. Services in business management, business planning and access to capital are tailored to meet the needs of new entrepreneurs including women, Aboriginals, new immigrants, youth, and people with disabilities.

## **ACTIVITIES/RESULTS**

The activities of the Branch reach out to a broad spectrum of individuals and business types. The major focal points of the Branch are to assist small business start-ups and the growth of existing businesses through the provision of entrepreneurial training, information services, financial assistance and business counselling. Branch programs and services are developed in partnership with business associations, other government departments (federal and provincial), educational and financial institutions and the public.

The Small Business Development Branch provides extensive business information, entrepreneurial training, and business and trade library services through the Canada/Manitoba Business Service Centre. The Branch also offers a variety of programs and services including the Manitoba Business Start program, business counselling, Manitoba Marketing Network, Manitoba Film Loan Guarantee program and entrepreneurial development and training. Business information, business counselling services, entrepreneurial training, business and trade library services and the Manitoba Marketing Network are also delivered through the Western Regional Office in Brandon.

**Canada/Manitoba Business Service Centre** – Business development services and programs of the Small Business Development Branch have been integrated with related services provided by the Canada/Manitoba Business Service Centre to support Manitoba business development and entrepreneurship. The federal and provincial jointly operated centre referred to as the Canada/Manitoba Business Service Centre (C/MBSC) has just completed its 15<sup>th</sup> year of successful operations. The C/MBSC represents a single point of contact for current and accurate business information, extensive business and trade library services, market research and improving management effectiveness through business counselling and entrepreneurial development and training. In 2012/13, the C/MBSC responded to approximately 26,000 walk-in/phone business and trade-related client enquiries.

The C/MBSC also offers a full service website providing business development information, research services, financial and non-financial program information and business guides. The C/MBSC also provides knowledge-based industry services which include e-business and e-commerce business counselling, seminars and the provision of hard copy and online e-business information.

**C/MBSC Regional offices** – Through the Partnership Agreement with Western Economic Diversification, 32 regional C/MBSC offices have been established in Manitoba which makes business information and resources more accessible to all entrepreneurs throughout the province.

**Entrepreneurial Development and Training** – During the year, the C/MBSC through the Small Business Learning initiative delivered or facilitated 145 business related seminars and workshops to approximately 3,500 participants in Winnipeg and throughout Manitoba, including seminars which were delivered by video-conferencing. These seminars included business planning, sales, marketing, financing, tax planning, financial management, accounting, business management, human resource management, starting a small business and various other business and technology related topics.

The Small Business Learning initiative (SBL) includes a video-conferencing network that broadcasts business seminars and workshops to remote participants. SBL consists of a central video-conferencing unit with over 50 external access points located throughout the province. During the year, 131 business seminars of the 145 seminars delivered were broadcasted to approximately 1,200 remote participants.

**Aboriginal Business Development Initiative** – The initiative promotes entrepreneurial training, business information, workshops and business counselling to Aboriginal entrepreneurs and community based organizations in the interest of developing small business and entrepreneurship. There are 12 C/MBSC regional offices which focus on Aboriginal Business Development, with over 50% of the clients being Aboriginal.

**Manitoba Business Start Program** – Provides loan guarantees of up to a maximum of \$30,000 for new business starts with the focus on working capital needs. Under the program, 38 loan guarantees totalling \$1,090,000 were approved in 2012/13. During the fiscal year, 659 participants attended the 32, three-day Business Planning workshops conducted throughout Manitoba under the Business Start Program which includes 12 workshops conducted in the rural areas. The Business Planning workshops were delivered in Winnipeg, Brandon, Dauphin, Deloraine, Lundar, Morden, Neepawa, Roblin, Steinbach, Teulon and Thompson. The three-day Business Planning workshops were also delivered in French.

**Manitoba Film Loan Guarantee Program** – Provides loan guarantees up to a maximum of 20% of a loan in respect to Manitoba fully developed feature films, television programs and series. During the 2012/13 fiscal year, there were two loan guarantees in the total amount of \$310,900 issued under this program. Since the program's inception in 2004, 15 loan guarantees totalling \$1,823,333 have been approved. The Branch continues to work with film production companies in respect to this program and it is anticipated that additional loan guarantees will be issued in the 2013/14 fiscal year.

**Manitoba Marketing Network** – Provides access to business counselling, marketing workshops and business mentoring services in partnership with the private sector to small business and entrepreneurial clients. During the 2012/13 fiscal year, the Manitoba Marketing Network delivered 16 marketing related workshops to approximately 800 participants and its members counselled and/or mentored 58 small businesses. Workshops were held in Winnipeg, Brandon, Portage la Prairie, Beausejour and Woodlands.

**Small Business Counselling Services** – The Branch registered approximately 4,900 business counselling client interactions in 2012/13. Business counsellors provided one-on-one business counselling to entrepreneurs and businesses in a number of sectors including retail, service and manufacturing.

**Publications** – Publications and business information guides developed by the Branch and the C/MBSC continue to be a valuable resource to the business community and support the Branch's entrepreneurial training programs. The Branch and the C/MBSC produce numerous publications and business guides on a variety of business related topics, programs and services. Publications are distributed through the Branch, the C/MBSC and its regional offices, the Western Regional Office in Brandon, the Business Gateways, Bilingual Service Centres, the Local Government offices and the Growing Opportunities (GO) offices throughout Manitoba.

**Western Regional Office** – Provides business counselling services, entrepreneurial development and training, business planning workshops, various resource materials and business information to Brandon and the surrounding communities. In 2012/13, the Western Regional Office registered approximately 5,800 business and trade related client interactions.

**Manitoba Business Gateways** – The Branch is responsible for the Business Gateway located in Brandon and participates in the Business Gateways located at the Bilingual Service Centres and in Dauphin. The Business Gateways are resource centres which provide information and referrals for a wide range of business and employment services. In 2012/13, the Manitoba Business Gateway – Brandon registered approximately 21,000 client interactions.

**Other Activities** – The Branch partnered with other departments, organizations and business chambers in the successful delivery of Small Business Week in Winnipeg and Brandon, 2012 Capturing Opportunities Forum, the Young Entrepreneurs Program, the Canadian Youth Business Foundation program and the delivery of French-language services at the Bilingual Service Centres located in St. Boniface, St. Pierre, Notre Dame de Lourdes, St. Laurent, St. Vital and Ste. Anne.

The Branch supported and participated in a number of other initiatives including Manitoba Women Entrepreneur of the Year Awards, the Visions Quest Conference, the Brandon Entrepreneur Boot Camp, Manitoba Aboriginal Youth Achievement Awards, a variety of projects and initiatives pertaining to Entrepreneurs with Disabilities, the Francophone business community, the cultural industries and various conferences, trade shows, Aboriginal economic development initiatives and business chamber events.

#### **10-2(c) Small Business Development**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	1,200	17.50	1,261	(61)	
Total Other Expenditures	618		645	(27)	
Total Grants/Transfer Payments	140		60	80	
<b>Total Expenditures</b>	<b>1,958</b>	<b>17.50</b>	<b>1,966</b>	<b>(8)</b>	

## **BUSINESS IMMIGRATION AND INVESTMENT**

### **OBJECTIVES**

To attract business investment from around the world to Manitoba through the Provincial Nominee Program for Business and Young Farmer Nominee Program and to support the economic development of immigrants through the Manitoba Opportunities Fund.

### **ACTIVITIES/RESULTS**

The Branch's main focus is to attract immigrant investors and farmers to Manitoba through entrepreneur recruitment in the Provincial Nominee Program for Business (PNP-B) and the Young Farmer Nominee Program and to support immigrants' contribution to the labour market and economic development in Manitoba through the Manitoba Opportunities Fund.

In support of the objectives, the Branch conducts the following activities:

- Administers the Manitoba Provincial Nominee Program for Business (PNP-B) which allows the Government of Manitoba to recruit immigrants who will contribute to the province's economy by operating a business in and living in Manitoba.
- Administers the Young Farmer Nominee Program designed to attract experienced young farmers who will establish a farm business operation in Manitoba.
- Operates a Business Settlement Office designed to reduce the barriers new business immigrants have in establishing a business in Manitoba.
- Conducts seminars and attends conferences in various regions of the world to promote Manitoba's business and lifestyle advantages to potential business immigrants.
- Administers the Manitoba Opportunities Fund which provides resources to provincial departments in direct support of Manitoba's Growing Through Immigration Strategy and economic development.
- Manages participation in the Federal Immigrant Investor Program.

The Branch reports the following results:

PNP-B has recruitment mission activity in various countries in the world such as the United Kingdom, South Africa, Vietnam, China, etc, which increases awareness of Manitoba as an immigration destination for foreign business immigrants. This increased awareness results in highly qualified immigrant business people making application to the PNP-B.

Through the selection process and with the work of the Business Settlement Office, PNP-B provides opportunities for increased investment in value added businesses in Manitoba. PNP-B continues to foster increased injection of foreign capital into Manitoba's economy not only via an initial business investment but via on-going business and personal expenditures by applicant's of the program.

Continued establishment of new or purchases of existing businesses results in increased job creation possibilities. Succession opportunities for existing small businesses in Manitoba are enhanced by the program.

PNP-B has been successful in recruiting 103 farm business immigrants since program inception who have invested \$95,920,000 or an average of \$931,000 per farm investor. The Program notes that these farm business investments only record the initial investment and does not account for additional investments made after the farm business is started. The farm business immigrants that were able to successfully establish their intended farm business quickly and successfully demonstrated the necessary human, net worth, and practical farming skills and experiences that transfer directly to Manitoba's primary production farm industry.

The PNP-B monitors initial business investments by business immigrants under the program.

	2010/11	2011/12	2012/13	Since 2001
# of Initial Investments	68	77	91	575
Initial Investments (\$000)	\$13,561.1	\$22,960.4	\$20,985.2	\$208,823.4

Through the resources of the Manitoba Opportunities Fund, \$2,303,000 was allocated to Manitoba Immigration and Multiculturalism and Manitoba Entrepreneurship, Training and Trade in support of the *Growing Through Immigration Strategy* and economic development projects.

#### **10-2(d) Business Immigration and Investment**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>Estimate 2012/13 \$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	319	16.00	318	1	
Total Other Expenditures	211		211	-	
<b>Total Expenditures</b>	<b>530</b>	<b>16.00</b>	<b>529</b>	<b>1</b>	



## **COMPETITIVENESS INITIATIVES BRANCH**

### **OBJECTIVES**

The objectives of the Competitiveness Initiatives Branch are to lead, coordinate, and deliver initiatives for improving government service delivery to businesses and reducing red tape, and other initiatives to support entrepreneurs and advance the productivity and competitiveness of businesses in Manitoba.

### **ACTIVITIES/RESULTS**

#### **Highlights of 2012/13**

##### **Streamlining and improving services for businesses**

In 2012/13, the Competitiveness Initiatives Branch initiated the development of the *Small Business Passport* initiative, which builds upon and renews the province's *Single Window for Business* initiative, which has been focused on making the province's business services and information easier to find, easier to understand and easier to use, whether accessed online, in-person or by telephone. A key focus of the renewal efforts was to identify additional measures to reduce red tape for small businesses. In this regard, the Branch researched and analysed innovative approaches and practices for streamlining service delivery and alleviating paperwork burden for entrepreneurs, businesses and employers.

The Branch is responsible for the Manitoba Business Portal ([www.manitoba.ca/business](http://www.manitoba.ca/business)), which provides client-centred access to the province's business services and information. In 2012/13, the Branch continued to maintain and enhance the Business Portal.

BizSearch, which is a customized search service administered by the Branch, is positioned prominently within the Business Portal and provides a powerful keyword search of the Manitoba Business Portal and thousands of other web pages, and returns accurate results that are most important to business clients.

The Branch enhanced, expanded and validated the data in the BizPaS Directory in 2012/13. The BizPaS Directory, accessed through the Business Portal, is an easy-to-use web-based directory of more than 400 programs and services for entrepreneurs and businesses. It includes listings for governmental and non-governmental programs and services, and all listings are provided in French and English.

The Competitiveness Initiatives Branch is responsible for implementing the BizPaL Program in Manitoba in partnership with the federal government, participating local governments and provincial departments. BizPaL is an online service that automatically generates a list of required permits, licences and other regulatory requirements from the three levels of government for entrepreneurs seeking to start, operate or expand a business in Manitoba. The Manitoba BizPaL Office, which is operated by the Branch, manages the BizPaL Program in Manitoba.

In 2012/13, the Manitoba BizPaL Office expanded the BizPaL service in additional two municipalities. The BizPaL service in Manitoba is now available in 72 communities which represent more than 75% of Manitoba's population.

In 2012/13, the Manitoba BizPaL Office also continued to update and enhance the BizPaL data set through an extensive data validation exercise of the provincial and local government regulatory information available within BizPaL, including licences, permits, permissions, authorizations, registrations, certifications and other regulatory instruments. These enhancements allow BizPaL Manitoba to provide regulatory information across the full life cycle of a business. The BizPaL database includes more than 800 business types, covering all sectors of the economy in Manitoba.

The Branch also continued to be actively involved with the National BizPaL Partnership in 2012/13, participating on several committees, including the National BizPaL Steering Committee and the Project Managers Committee. The previous five-year BizPaL partnership agreement was renewed for one year while negotiations continued throughout 2012/13 to develop a new five-year agreement covering the period from April 1, 2013 to March 31, 2018. The Branch represented Manitoba in these continuing negotiations.

The Competitiveness Initiatives Branch leads and coordinates partnership initiatives in collaboration with other branches, departments and levels of government to enhance and help optimize provincial service delivery resources. These partnerships aim to strengthen service delivery processes and approaches, and improve the overall accessibility of the province's business services.

These partnership initiatives include the Manitoba Business Gateways, for which the Branch is responsible for coordinating and implementing. Manitoba Business Gateway sites are in-person resource centres providing information, services and referrals for a wide range of business and training-related programs including starting a business, financing, permits and licences, apprenticeship, innovation, business planning and others.

In 2012/13, the Branch continued to participate in the Sponsors Group for the Business and Technology Executive Committee, which is responsible for major service transformation and information and communications technology projects across the government. In addition, the Branch continued to represent Manitoba on the Federal/Provincial/Territorial Committee on Regulatory Governance and Reform and the Federal/Provincial/Territorial/Municipal Public Sector Service Delivery Council (PSSDC). Both of these inter-jurisdictional committees provide significant opportunities for information sharing and collaboration.

The Branch also served as the provincial co-chair role of the PSSDC's Service to Business Task Group, and contributed to a number of its initiatives, including promoting the business number and service bundling, and investigating open data for business. In this regard, the Branch contributed to the development of the Business Number "Case for Action", a comprehensive set of resources which include the rationale for why jurisdictions should adopt the Business Number and includes the value and benefits of the Business Number for government and business, jurisdictional success stories and a variety of supports for jurisdictions considering adopting the Business Number.

To support red tape reduction for small businesses, the Branch initiated a sector-based pilot project in collaboration with several private sector organizations. The objectives of the pilot project are to identify and better understand regulatory challenges being faced by small businesses, identify potential solutions, and develop an approach that could potentially be applied to additional industry sectors. The pilot project was also used to inform the development of regulatory guidance services aimed at assisting small businesses in navigating regulatory requirements.

In 2012/13, the Branch played a leading role in the development of Entrepreneurship Manitoba, a new Special Operating Agency that was being established to provide services to support and enhance the growth and development of Manitoba's entrepreneurial and business community. The Branch led the development of the conceptual and implementation plans that facilitated the creation of the new agency. Branch staff further supported the establishment of Entrepreneurship Manitoba by actively leading or participating on the Executive Management Team, the Implementation Team and various Task Teams including Online Services, Service Transformation, Marketing and Communications, Systems and Operations, and Services Development and Revenue Generation. The Branch became part of the new Agency upon its creation on April 1, 2013.

### **Other Initiatives**

The Competitiveness Initiatives Branch led and coordinated other initiatives that aim to advance the productivity and competitiveness of businesses in Manitoba, and it supported other branches and departments with policy and program analysis and development in this regard.

Efforts in 2012/13 included collaborating with Manitoba Business Links (MBL) in the Companies Office to promote the use of the Business Number by provincial programs as well as by local governments. This activity included providing support to the Deputy Minister in his role as chair of the newly established MBL Executive Partnership Committee.

The Branch also served as the Manitoba sponsor for the "Taking Care of Business" research project being led by the Institute for Citizen Centered Service, providing feedback and advice on the research objectives and methodology. This research focuses on business preferences and use of government services and identifies and monitors related trends over time.

### **10-2(e) Competitiveness Initiatives**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	369	4.00	348	21	
Total Other Expenditures	70		99	(29)	
<b>Total Expenditures</b>	<b>439</b>	<b>4.00</b>	<b>447</b>	<b>(8)</b>	

## CANADA-MANITOBA ECONOMIC PARTNERSHIP AGREEMENT

Under the Canada-Manitoba Economic Partnership Agreement (EPA), the governments of Canada and Manitoba continue to work together and with other interested stakeholders to strengthen Manitoba's economic diversity through innovation, build on existing advantages, create new employment opportunities, and enhance economic growth.

This current five year, \$50 million (\$25 million provincial contribution, \$25 million federal contribution) Canada Manitoba Economic Partnership Agreement was signed January 22, 2009. All projects must be completed by September 30, 2013. EPA projects have focused on five (5) strategic priorities: Support Knowledge Based Research and Development; Increase Value-Added Production; Support Trade and Investment Promotion; Enhance Productivity and Competitiveness; and Promote Economic Development through Tourism Opportunities. Support continues to be provided to such projects as the Composite Innovation Centre, Manitoba Music, Vehicle Technology Centre (VTC), and the Advance Manufacturing Initiative.

### 10-2(f) Canada-Manitoba Economic Partnership Agreement

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	Variance Over (Under)	Expl. No.
Total Other Expenditures	6,447	6,432	15	
<b>Total Expenditures</b>	<b>6,447</b>	<b>6,432</b>	<b>15</b>	

## RECOVERABLE FROM OTHER APPROPRIATIONS

Recovery of funding from the Departments of Innovation, Energy and Mines and Manitoba Agriculture, Food and Rural Initiatives who participating in the delivery of the Commercialization Support for Business Program.

### 10-2(g) Recoverable from Other Appropriations

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Recoverable from other appropriations	(2,630)		(2,632)	2	
<b>Total Expenditures</b>	<b>(2,630)</b>		<b>(2,632)</b>	<b>2</b>	

# **Workforce Development and Income Support**

## **DIVISIONAL ADMINISTRATION**

### **OBJECTIVES**

The Workforce Development and Income Support Division's goal is to connect Manitobans to independence and sustainable employment through linkages with labour market programming, and to provide coordination and financial support for those low-income individuals who have complex needs or challenges. To realize Manitoba's workforce potential, assist employers who need skilled workers, and to provide basic financial assistance to those who need it most, the Division links Employment and Income Assistance (EIA), and Vocational Rehabilitation/Market *ABILITIES* with Manitoba Jobs and Skills Development programs.

### **ACTIVITIES/RESULTS**

The Division has developed Manitoba's Strategy for Sustainable Employment and a Stronger Labour Market. This strategy builds on partnerships with employers, industry, education, and community stakeholders to provide more Manitobans with healthier, sustainable options to meet their personal and family needs while addressing a growing need to build the provincial workforce. There are key actions identified in the strategy that are being developed to assist EIA recipients, persons with disabilities and others who are economically disadvantaged transition to the labour market where possible, using a positive, enabling, supportive and respectful approach.

The Division continues to support EIA recipients with Health Services, Income Assistance for Persons with Disabilities, market *ABILITIES*, Building Independence, and Job Connection programs, as well as the Manitoba Child Benefit, RentAid, and 55 PLUS. The average monthly caseload is approximately 35,000.

Manitoba Jobs and Skills Development has lead responsibility for labour market programming in the provincial government. Under this umbrella, integrated workforce development programming and services are provided through Industry Workforce Development, Apprenticeship Manitoba, and Employment Manitoba. Over the past year, working with a multitude of partners and stakeholders, it provided training opportunities for approximately 61,000 unemployed and employed individuals in response to employer needs and economic goals. In addition, over 2,400 new apprentices were registered for a total of almost 10,000 active apprentices.

In March 2013, the first Manitoba Jobs and Skills Development Centre opened at 111 Lombard Avenue in Winnipeg providing one-stop labour market services to individuals, businesses and organizations. This integrated service delivery model will be replicated at existing employment centres throughout Manitoba to streamline business and employment services and provide common client centered experiences regardless of the channel of entry.

Workforce Development and Income Support oversees strategic and operational planning, coordination of centralized policy, research and program development, evaluation, and support systems across the Division. This includes the negotiation and maintenance of four Canada/Manitoba labour market agreements, as well as policy support to the Advisory Council on Workforce Development.

Over the past year, the Advisory Council has consulted with business, industry, education, labour, and the non-profit sector through various focus groups, forums and roundtable discussions, and the Premier's Economic Advisory Council's February 2013 Skills Summit. These discussions have provided local labour market intelligence about workforce trends, initiatives, policies and strategies for reaching Manitoba's goal of adding 75,000 more skilled workers by 2020.

Through a continuum of services the Division is working to benefit individuals, employers and communities throughout Manitoba.

**10-3(a) Divisional Administration**

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	681	6.00	556	125	
Total Other Expenditures	157		265	(108)	
<b>Total Expenditures</b>	<b>838</b>	<b>6.00</b>	<b>821</b>	<b>17</b>	

# **INDUSTRY WORKFORCE DEVELOPMENT**

## **OBJECTIVES**

Industry Workforce Development (IWD) promotes business and industry-related human resource development to create a highly skilled, knowledgeable and adaptable workforce in Manitoba. This focus recognizes that a high-performance workplace directly contributes to outstanding business results and advances Manitoba's competitive position in the global marketplace.

## **ACTIVITIES/RESULTS**

Changes in local and global economies, developments in technology, increased complexity of work procedures and processes and safe and healthy workplaces all demand a highly skilled and adaptable workforce. Skills development, training and education comprise the foundation for individuals to excel in their work, take on new roles and tasks and remain sustainably employed. Improved labour productivity is critical for Manitoba business to prosper and remain competitive. From training strategies and human resource needs assessment, to supporting corporate investment in skills training, IWD is committed to partnering with business, industry, labour, education and government to ensure Manitoba's workforce is equipped for success — now and in the future.

IWD has a mandate to promote private sector involvement and investment in human resource development and workplace training that is linked with provincial economic development priorities. IWD partners with business and industry to assess human resource and training needs and to implement short and long-term strategies to develop a skilled workforce for continued provincial economic growth. IWD's operations and services are aligned under Manitoba Jobs and Skills Development and integrated with Employment Manitoba and Apprenticeship Manitoba, linking the funding and expertise of Divisional resources to ensure service delivery to industry.

IWD administers five programs each designed to address specific employer and workforce needs. These include the Sector Council Program, Industry Expansion, Essential Skills, Recognition of Prior Learning, and Workforce Development. In addition, IWD administers the Industry and Labour Force Investment Fund. In 2012/13, combined program activities contributed to training and development of over 28,000 employed individuals.

As a part of the Province's commitment to sustainable development, IWD promotes a training culture that supports continuous learning in partnership with business and industry. Human resource plans, courses and workshops continue to incorporate economic, environmental, health and well-being, and cost-effective measures. All programming encourages partnerships with industry, business, labour, education and government to avoid duplication of activity, reduce costs and foster joint planning, information sharing and decision making.

### **Sector Council Program**

The Sector Council Program supports industry-wide and sector-based human resource planning and workforce training and development initiatives. Through a network of 17 Sector Councils and Industry Associations representing 280,000 workers and over 9,000 employers, corporate executives, owner-operators of small firms, employees, labour, educators and government, representatives work together to address priority training needs and develop longer term plans to maintain a highly skilled workforce adaptable to changing environment and economic imperatives.



Through industry-driven multi-stakeholder partnerships, the Sector Council Program provides a practical perspective on change and creates human resource development solutions that are tailored to a sector's needs, provide employees with transferable skills, produce economies of scale and provides opportunities that may not otherwise be available to individual companies.

This past year, 11,922 new and existing employees participated in training through agreements with the provincial Sector Councils and Industry Associations involving provincial and Canada-Manitoba Labour Market Development Agreement funds administered by IWD. These agreements resulted in significant leveraged investment by industry and other partners, industry driven skills training programs, industry/education linkages and new course development with local institutions. Priority sectors included: aerospace, aviation, life sciences, manufacturing, tourism, food processing/agri-business, environment, information and communications technology, customer contact centres, film and music, new media, arts and culture, print, construction, non-profit and northern region (mining, forestry, and energy).

IWD also entered into agreements with the Alliance of Manitoba Sector Councils (AMSC) and the Manitoba Quality Network to support Sector Council activity and to assist with cross-sectoral human resource development. IWD, in a collaborative partnership between provincial and federal governments, industry and labour, also supports the 1000 Waverley Business and Training Centre – a central training and communications hub and state of the art training facility.

### **Industry Expansion**

The Industry Expansion Program supports companies that are locating new operations in Manitoba and Manitoba companies that are retooling or expanding their existing operations and creating new jobs. The program assists companies by contributing to their investments in skills training for employees. With funding from the Industry and Labour Force Investment Fund, the Canada – Manitoba Labour Market Development Agreement and the Canada-Manitoba Labour Market Agreement, IWD contributes to training or up-skilling new and existing workers for jobs that will be sustainable over the long-term and will have significant impact on, and strengthen the economic base of the community.

In the past year, the Industry Expansion Program supported creation of over 650 new jobs and training of 2,657 individuals in six companies in the aerospace, food processing, manufacturing, film, print and transportation sectors, all of which expanded operations in the province. The program also contributed to an Engineer-in-Residence at the University of Manitoba with 100 students participating in applied instrumentation and project management courses, and three student internship placements with aerospace companies in Winnipeg and Thompson.

With the commissioning of its two mining training simulators, the Northern Manitoba Mining Academy held its Grand Opening in September 2012. The Academy is working in collaboration with University College of the North, Northern Manitoba Sector Council, Workplace Education Manitoba, the University of Manitoba and the Mine Training Simulator Facility in Thompson to develop and deliver training to existing as well as future employees that is responsive to local industry needs. A total of 787 new and existing workers received training on the simulators in 2012/13.

### **Workforce Development**

The Workforce Development program works with employers across Manitoba to assist them with their current and future human resource and workforce training requirements. The program offers customized services to companies and brokers internal and external resources as required to help employers address their human resource issues, such as recruitment and retention, and to undertake the workforce training and development required to meet business needs.

In 2012/13, IWD added wage subsidy to the services it offers to employers to assist them to hire individuals who require on-the-job training and/or work experience to fill existing job vacancies, to fill job vacancies created by promoting existing employees, and to fill new positions created to support expanded business operations. Employers are assessed on their ability to provide the training required, to support the employee through their transition to work, and to offer full-time sustainable employment.

In 2012/13, the Workforce Development program assisted 295 companies, most of which were small and medium-sized, and supported training of 3,455 existing workers. A range of services was delivered directly to employers such as needs assessment, human resource management planning, job analysis, development of training plans, and other initiatives to ensure employees have the skills they require to sustain employment and employers have the workforce they require to achieve business targets.

### **Workplace Essential Skills (ES) and Recognition of Prior Learning (RPL)**

Essential Skills (ES) are the reading, document use, writing, numeracy, communication, teamwork, thinking, learning and digital technology skills required to successfully perform in the workplace, including being successful at technical training in the trades. Recognition of Prior Learning (RPL) is a process that identifies, assesses, recognizes and documents skills and knowledge acquired by an employee through formal training, on-the-job or outside of work experience.

IWD, in partnership with the Workplace Education Manitoba Steering Committee (WEMSC) and the Workplace Prior Learning Assessment and Recognition (WPLAR) Committee, continues to be a nationally recognized leader in offering workplace-based ES and RPL solutions to business, labour and industry. IWD provides coordination and expertise with a focus on the development and delivery of workplace ES assessment and training, industry-based prior learning assessment projects and practitioner development, and specific training events for workplace ES co-ordinators and instructors.

This year, workplace ES and RPL programs were developed and delivered onsite at workplaces across Manitoba, and through the Workplace Essential Skills Training (WEST) Centres located in Winnipeg, Winkler, Swan River, Flin Flon, The Pas and Thompson, for approximately 10,000 learners.

The Northern Essential Skills Training Initiative (NEST) began in 2008 as an initiative under the federally funded Community Development Trust. Since its inception, NEST provided industry-based and driven Essential Skills training solutions to meet employers' needs, and prepared 1,960 Aboriginal and northern residents for entry into semi-skilled labour or skilled labour. This included 2,888 services (1,456 assessments and 1,432 training) that assisted existing workers to transition into more advanced jobs, and supported individuals wishing to enter or continue on in job-specific training and/or Apprenticeship streams or prepare for their trades qualifier exams. With the end of its funding in March 2013, NEST will transition to the Training to Employment Pathways Initiative (TEP) which will continue to deliver programs in northern Manitoba to prepare northerners to meet the labour and skills requirements of northern business and industry. Like NEST, TEP is delivered in partnership with Aboriginal communities, Northern service providers, government agencies, school divisions and businesses.

**10-3(b) Industry and Workforce Development**

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<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	594	9.00	714	(120)	
Total Other Expenditures	128		132	(4)	
Training Support	2,275		2,825	(550)	
<b>Total Expenditures</b>	<b>2,997</b>	<b>9.00</b>	<b>3,671</b>	<b>(674)</b>	

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# **APPRENTICESHIP MANITOBA**

## **OBJECTIVES**

Apprenticeship Manitoba is responsible for the administration of *The Apprenticeship and Certification Act*, the *Apprenticeship and Certification - General Regulation*, the *Apprenticeship and Trades Qualifications Fees Regulation*, the *Appeals Procedure Regulation*, and apprenticeship programs for over 55 trades and their regulations under the Act. Apprenticeship Manitoba coordinates the training and qualifications system that delivers accredited, structured, workplace-based skills and technical training to apprentices, leading to journeyperson certification.

Apprenticeship Manitoba promotes trades training and certification to industry standards; co-ordinates information and planning for the designation of new trades; develops competency standards and curricula in co-operation with Manitoba industry and other provincial/territorial apprenticeship systems; processes requests for the accreditation of training programs to designated trade standards; assists under-represented groups to access apprenticeship training; counsels on trades careers and certification matters; and performs other essential support services to facilitate apprenticeship training and certification. Operations and services are combined with those of Employment Manitoba and Industry Workforce Development within Manitoba Jobs and Skills Development to ensure integrated service delivery to the trades.

Apprenticeship Manitoba participates in the Interprovincial Standards “Red Seal” Program, which establishes common standards in over 50 skilled trades across Canada. Forty one of Manitoba’s designated trades participate in this Program. Certificates of Qualification, with a Red Seal endorsement affixed, are issued when a candidate attains a mark of 70% or higher on Red Seal examinations. The Red Seal endorsement is recognized by all Canadian jurisdictions.

## **ACTIVITIES/RESULTS**

### **The Apprenticeship and Certification Board**

The Apprenticeship and Certification Board (Board) is established by *The Apprenticeship and Certification Act* and is appointed by the Minister of Entrepreneurship, Training and Trade. It represents industry and public interest in the apprenticeship and certification system. The Board appoints Provincial Advisory Committees (PAC), and receives and reviews recommendations from the PAC respecting trade regulations, training standards, examinations and certification standards.

The Board consulted with stakeholders in its decision-making process and in setting the following priorities for 2012/13: Employer Engagement and Participation; Gaining Credit towards Technical Training – Accreditation; Participation and Completion of Targeted Groups; Practical Experience – Achieving Scope of the Trade; Review of Regulations and Designated Trainer Provision; Updating Program Standards; and Youth Involvement and Engagement.

Apprenticeship Manitoba supports the Board and PACs and their initiatives and priorities by providing technical, administrative and financial support, research, analysis for discussion items, as well as implementing the decisions made by the Board. The Minister, on recommendation of the Board, approves all new and amended trade regulations under *The Apprenticeship and Certification Act*. During 2012/13, updated regulatory provisions were introduced for the trades of Aircraft Maintenance Journeyperson, Concrete Finisher, Pork Production Technician, Power Electrician and Refrigeration and Air-Conditioning Mechanic. The Apprenticeship and Certification General Regulation 154/2001 was amended and program standards were updated for Machinist, Tool and Die Maker, Pork Production Technician, Water and Wastewater Technician, Esthetician and Automotive Service Technician.

The Executive Director of Apprenticeship Manitoba is the Secretary to the Apprenticeship and Certification Board, is the main point of contact for inter-provincial and pan-Canadian apprenticeship initiatives, and represents Manitoba at the Canadian Council of Directors of Apprenticeship.

### **Apprenticeship Services**

Apprenticeship Manitoba receives applications for apprenticeship, registers apprenticeship agreements between apprentices and employers, monitors practical skills training at the job site and arranges for apprenticeship technical training delivery, examinations and certifications. It also assesses the qualifications of uncertified skilled workers in the trades, and approves them for the purpose of challenging the Trades Qualifications Examinations.

A total of 2,438 apprentices were newly registered during the 2012/13 fiscal year and as of March 31, 2013 there were 9,885 active apprentices registered in the apprenticeship system. This represents an increase of approximately 13% over 2011/12. In 2012/13, 1,205 people received Certificates of Qualification at the completion of their apprenticeship training and 254 experienced trades practitioners were certified through the Trades Qualifications process. A total of 473 Trades Qualifications examinations were administered to experienced trades practitioners in 2012/13.

The High School Apprenticeship Program (HSAP) provides opportunity for students in grades 10 to 12 and who are at least 16 years old to become registered apprentices and earn both practical experience credit for apprenticeship and academic credit. The HSAP is a school-to-work transition model that links education to employment. It provides an access route to continued apprenticeship training in many trades. As at March 31, 2013 a total of 1142 HSAP apprentices were enrolled in the program with 410 new registrations. A financial incentive is available for students who complete their HSAP and transition into full time post-secondary apprenticeship training. This encourages youth to pursue careers in the skilled trades with early entry into the trades and the option of practical, paid and on-the-job training.

Apprenticeship Manitoba continued its efforts to respond to the training needs of the Aboriginal community. In 2012/13 fiscal year, there were 798 self-declared active apprentices of Aboriginal ancestry registered with 240 new registrations in Manitoba. Aboriginal apprentices comprise 8% of the total number of apprentices in Manitoba. Community-Delivered Training was delivered in the trades of Carpenter, Heavy Duty Equipment Technician Level 1, and Pork Production Technician.

The Apprenticeship Co-op Training Model was implemented in partnership with the Northern Manitoba Sector Council to provide an alternate model of apprenticeship training for northern residents. Fifteen Heavy Duty Equipment Technician apprentices participating in the first pilot project achieved level one and began their first co-op placements in March 2013.

In 2012/13, there were 1,132 female apprentices, representing an increase of approximately 10% from 2011/12. Women constitute 11.45% of all active apprentices.

In 2012/13, the total regulated fee revenue generated approximately \$506,715 and \$995,301 was collected in tuition fees.<sup>1</sup> Out of this total, \$155,162 fees were collected for renewals of Hairstylist, Esthetician and Electrologist authorizations to practice and \$91,875 in fees was derived from Trades Qualifications examinations and re-examinations.

### **Policy and Program Standards**

Apprenticeship Manitoba develops, revises and secures industry approval of apprenticeship training standards, apprenticeship level tests, examinations and provincial occupational analyses. It oversees Manitoba's contributions to interprovincial examinations, Interprovincial Program Guides and the National Occupational Analyses (NOA) or Provincial Occupational Analysis (POA) series. In 2012/13, Manitoba participated in a total of 20 Item Bank Development Workshops, 10 National Occupational Analyses, four Translation Workshops, three Interprovincial Program Guide Workshops and eight Editing Workshops.

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<sup>1</sup> The standard tuition fee is set at \$200.00 to cover up to 8 weeks of training. Each additional week of class after the initial 8 weeks is assessed at an additional \$25.00 per week. Apprenticeship Manitoba collects tuition fees on behalf of the colleges and remits them annually.

Coordinating the participation of PACs, program development involves defining the scope of a trade, reviewing/developing the occupational analysis for the trade, developing technical training standards and developing and validating unit tests, placement tests, provincial certification examinations and practical certification examinations. The Board reviews and approves each PAC's program development efforts.

Apprenticeship Manitoba processes requests for the accreditation of training programs from public schools, community colleges, unions and associations and accredits those programs that meet designated trade standards. It also makes course content comparisons for the recognition of trades training programs delivered by non-accredited providers and by other jurisdictions.

Apprenticeship Manitoba is responsible for apprenticeship legislation and regulation research and analysis, and for general policy research and development. Research reports conducted include *On the Job Training* as well as national research conducted in partnership with the Canadian Council of Directors of Apprenticeship (CCDA) and Human Resources and Skills Development Canada. In 2012/13, seven industry wide consultations were completed for designated trades undergoing regulatory changes including Sloped Roofer, Carpenter, Concrete Finisher, Crane and Hoisting Equipment Operator, Sprinkler System Installer, Esthetician and Pork Production Technician.

Access to apprenticeship training has been increased through a number of programs, and initiatives, including the Rural and Northern Apprenticeship Training Strategy. This includes a number of tax credits and incentives for hiring apprentices, and the expansion of the E-Apprenticeship program.

E-Apprenticeship is an inter-provincial collaboration between Apprenticeship Manitoba and Saskatchewan Apprenticeship and Trade Certification Commission (SATCC). The following courses were developed in the 2012/13 academic year: Electrician (Common Core Levels 1 and 2), Water and Wastewater Technician (Level 1), Heavy Duty Equipment Technician/Truck and Transport Mechanic/Agriculture Equipment Technician (Common Core Level 1), Common Core Math/Science and Common Core Communications. As of fall 2012, there were 2 classes for Electrical (Level 1 and 2). The majority of these courses are being rolled out to apprentices during the 2012/13 academic year.

Apprenticeship Manitoba continues to implement new components of its Essential Skills strategy to ensure that apprentices and trades qualifiers enjoy maximum success on the job and in school technical training. Workshops are delivered to educational partners to increase assessment capacity and to ensure the educational partners are made aware of the upgrading needs of apprentices and trades qualifiers. It also continued its partnership with aWEST (apprenticeship Workplace Essential Skills Training) for essential skills assessment and upgrading for culturally diverse apprentices and trades qualifiers.

Manitoba has also implemented apprenticeship training in all procurement processes for publicly funded capital projects. It is now required of all bidding contractors as well as subcontractors to be engaged in apprenticeship training as a prerequisite to bidding on public capital projects.

### **Community Relations**

Apprenticeship training and certification was promoted to the public through participation at approximately 50 major career fairs and tradeshow, as well as through over 100 presentations to prospective apprentices and employers. The annual Educators' Seminar promotes awareness of the apprenticeship training option and aids in the promotion of the skilled trades as a promising career choice to guidance/resource counsellors, teachers and administrators from various locations in the province.

The annual Apprenticeship Awards of Distinction gala formally recognizes outstanding contributions that employers, industry training leaders, Board and PAC members make to the success of the apprenticeship training system. The awards were held on November 2, 2012 with approximately 350 to 400 persons in attendance. This year, the Awards of Distinction Gala was the kick off for the newly created Apprenticeship Recognition Week from November 5 to 11, 2012. The annual Apprenticeship Highest Achievement Awards recognized high achievers in the apprenticeship system on May 11, 2012. The 40 top new journeypersons and their employers were publicly recognized.

**10-3(c) Apprenticeship**

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<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	4,285	64.00	4,419	(134)	
Total Other Expenditures	1,772		1,920	(148)	
Total Training Support	15,837		16,254	(417)	
Recoverable from Canada – Manitoba Labour Market Development Agreement	(2,237)		(2,237)	-	
<b>Total Expenditures</b>	<b>19,657</b>	<b>64.00</b>	<b>20,356</b>	<b>(699)</b>	

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# **EMPLOYMENT MANITOBA**

## **OBJECTIVES**

Employment Manitoba's mandate is to assist Manitobans in finding, preparing for, and retaining employment, including support for skills development to meet labour market needs. Employment Manitoba develops, coordinates, and maintains a range of employment services through direct delivery and through partnerships with community-based organizations and employers.

## **ACTIVITIES/RESULTS**

Under the Manitoba Jobs and Skills Development umbrella, Employment Manitoba works in a joint service delivery relationship with all areas of the Workforce Development and Income Support Division to ensure clients have access to training and employment opportunities. In March 2013, the first Manitoba Jobs and Skills Development Centre opened at 111 Lombard Avenue in Winnipeg. This integrated service delivery model will be replicated at employment centres throughout Manitoba. Employment Manitoba's programs and services are described below:

### **Direct Delivery Services:**

#### **Direct Employment Services**

Staff in 16 employment centres located throughout Manitoba are responsible for co-ordinating, developing, and maintaining a range of employment services, including support for skills training, to prepare Manitobans for employment. Employment Manitoba staff work with employers and community organizations to facilitate employment opportunities. Activities available to individuals in these Centres include employability and prior learning assessment, employment counselling and support for and referrals to: job readiness training; job placement; work placement with wage assistance; skills training; pre-employment skills training; and literacy upgrading.

#### **Skills Development**

This program provides eligible participants with the opportunity to obtain skills training in occupational areas experiencing skill shortages to obtain and maintain employment or advance in the labour market.

### **Partnership Services:**

#### **Employment Partnerships**

Funding is provided to Manitoba employers, non-profit community based organizations, local governments, and training partners to design, develop and support skills training projects, including job-specific and workplace-based training, and develop and deliver employability skills training and/or work experience placements that prepare individuals for employment.

#### **Labour Market Partnerships**

Labour Market Partnerships fund communities, sector associations, unions, and employers to address labour market development, labour force development and workforce adjustment issues, thereby assisting unemployed and job-threatened individuals to gain and/or keep sustainable employment.

#### **Self Employment**

The Self Employment service assists eligible individuals to create jobs for themselves by starting a business. Self Employment is administered by local sponsors who will: evaluate the individual's business idea and suitability; provide coaching in business plan development and implementation; offer advice and support; and direct the participant to other supports as needed.



### Wage Subsidies

This program provides a subsidy to Manitoba employers to assist in the cost of on-the-job training for eligible individuals. The wage subsidy provides the unemployed person with a means to market and demonstrate his or her skills and abilities in a new work environment.

### Job Referral Service

Through this program, Employment Manitoba implements and oversees a job referral service that matches qualified job seekers with employment opportunities created by the construction of three hydro generating plants in Northern Manitoba and the Manitoba Floodway Expansion.

### Employment Manitoba 10-3(d) and Canada - Manitoba Labour Market Agreement (LMA) 10-3(g) Results by Programs, 2012/13\*

PROGRAM	Clients Served* (New Services)	
	Projected	Actual
<b>DIRECT SERVICES:</b>	2,000	2,357
Direct Employment Services	-	1,812
Skills Development	-	822
<b>PARTNERSHIP SERVICES:</b>	500	533
Employment Partnerships	-	447
Labour Market Partnerships	-	14
Self Employment Assistance	-	2
Wage Subsidy	-	81
Job Referral Service (JRS) Registrations	4,300	2,593

Source: Employment Manitoba Reporting Snapshot.

\* Employment Manitoba 10-3(d) and LMA 10-3(g) programs have been (re-) aligned to improve service integration and reduce duplication.

### 10-3(d) Employment Manitoba

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	5,390	81.00	5,864	(474)	
Total Other Expenditures	2,447		2,480	(33)	
Total Training Support	8,627		10,008	(1,381)	
<b>Total Expenditures</b>	<b>16,464</b>	<b>81.00</b>	<b>18,352</b>	<b>(1,888)</b>	

# **CANADA - MANITOBA LABOUR MARKET DEVELOPMENT AGREEMENT**

## **OBJECTIVES**

Under the Canada/Manitoba Labour Market Development Agreement (LMDA), the Workforce Development and Income Support Division develops, coordinates and maintains a range of employment services through direct delivery and through partnerships with community-based organizations and employers. Under the LMDA, programs are directed to: persons who are legally entitled to work in Canada and who are currently receiving Employment Insurance (EI), or who have had an EI claim within the past three years or a maternity or parental claim within the past five years; all Canadians including EI clients, Income Assistance recipients, and individuals threatened with job loss; organizations that create employment or assist the unemployed to find, prepare for and maintain employment; and employers/businesses.

## **ACTIVITIES/RESULTS**

**The following programs are available to all Canadians:**

### **Service Needs Determination/Employment Counseling and Career Development**

Service Needs Determination is used to assess an individual's requirement and readiness for employment and/or training services and programs and temporary income support, and refers individuals to other appropriate services. Employment Counseling and Career Development activities include in-depth assessment of employment barriers, skills and strengths including prior learning, and the development of a mutually agreed upon employment plan. These programs are provided at 16 employment centres located in various regions of the Province.

### **Employment Assistance Services**

These services assist unemployed individuals to prepare for, find, and retain employment. Funding is provided to community-based organizations who deliver a combination of the following services: employment plan development; case management; assessment and employment counseling; self-service labour market information; job search assistance; job finding clubs; job referral and placement; diagnostic and testing services; and brokered access to other measures.

### **Labour Exchange (Job Bank)**

This service provides available job and training opportunities to assist in linking unemployed individuals with work opportunities while assisting employers in recruiting qualified employees. Information is taken continuously, updated daily and is available in electronic and written formats.

### **Labour Market Information**

Labour market information is gathered, analyzed, produced and disseminated regarding local, provincial and national labour market trends and conditions in both written and electronic forms to help unemployed individuals in their job search, workers in their career development activities, employers, students, governments and various training providers.

**The following programs are only available to those persons eligible for Employment Insurance benefits under the Employment Insurance Act:**

### **Employment Partnerships**

This program provides funding to enable communities, sector associations and employers to address labour force development needs while assisting unemployed and "job threatened" individuals to gain sustainable employment.

### Skills Development

Skills Development is designed to assist eligible clients with grants and/or loans to obtain skills training/apprenticeship training and/or upgrading to facilitate sustainable employment.

### Self Employment

Self Employment is designed to assist eligible individuals to create jobs for themselves by starting a business. The Self Employment program is administered by local sponsors who will: evaluate the individual's business idea and suitability; provide coaching in business plan development and implementation; offer advice and support; and direct the participant to other supports as needed. Candidates must be prepared to contribute money, work or equipment toward the business.

### Wage Subsidies

Wage Subsidies provide wage subsidies to employers to assist unemployed individuals to gain sustainable employment through direct work experience.

**The following programs are provided to organizations:**

### Labour Market Partnerships

Labour Market Partnerships fund communities, sector associations, unions, and employers to address labour market development, labour force development, and workforce adjustment issues, thereby assisting unemployed and job-threatened individuals to gain and/or keep sustainable employment.

### Research and Innovation

Research and Innovation provides financial support to organizations to research, design and implement projects that identify innovative and/or effective ways to help individuals prepare for, find, return to, or maintain sustainable employment and/or strengthen and promote province-wide or regional labour force development.

### Projected and Actual Results by Program, 2012/13, 10-3(e)

PROGRAM	Clients Served (New Services)	
	Projected	Actual
Service Needs Determination / Employment Counselling	30,000	28,217
Employment Partnerships	250	278
Skills Development	6,000	5,655
-Apprenticeship	-	3,392
-other skills development	-	2,298
Self Employment	250	187
Wage Subsidies	250	85
Employment Assistance Services	11,500	14,270
Labour Market Partnerships	N/A	N/A
Research and Innovation	N/A	N/A
Labour Exchange – Job Bank Orders*	40,000	22,456
Labour Market Information	N/A	N/A

Source: Employment Manitoba Reporting Snapshot.

N/A: Clients are not directly served by these programs.

\* Job Orders advertised in Manitoba from April 1, 2012 – March 31, 2013

<b>LMDA Results Measures, Targets and Actuals, 2012/13</b>		
<b>Employment Insurance (EI)</b>	<b>Targets 12/13</b>	<b>Actual 12/13</b>
NUMBER OF EI ACTIVE CLIENTS SERVED	14,500	11,744
NUMBER OF RETURNS TO WORK (EI Insured)	9,000	8,056
UNPAID BENEFITS TO THE EI ACCOUNT	\$ 45,000,000	\$ 43,510,000

\* Period 14: April 1, 2012 to March 31, 2013

### **10-3(e) Canada-Manitoba Labour Market Development Agreement**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	7,296	115.80	7,414	(118)	
Total Other Expenditures	1,080		989	91	
Total Training Support	41,060		44,367	(3,307)	
<b>Total Expenditures</b>	<b>49,436</b>	<b>115.80</b>	<b>52,770</b>	<b>(3,334)</b>	

## INDUSTRY AND LABOUR FORCE INVESTMENT FUND

### OBJECTIVES

The Industry and Labour Force Investment Fund (ILFIF) was created to ensure that Manitoba remains competitive in attracting, retaining and expanding business in the province by investing in workforce training. Administered by Industry Workforce Development (IWD), the ILFIF provides support to industry and provincial Sector Councils to assist business to meet operational goals by training and developing their employees to achieve high performance and productivity targets.

### ACTIVITIES/RESULTS

In the past year, the ILFIF was utilized in the Industry Expansion Program to assist in the creation of over 650 new jobs and training of 2,657 individuals in six companies in the aerospace, food processing, manufacturing, film, print and transportation sectors, all of which expanded operations in the province. This fund also enabled the Workforce Development Program to provide value-added, customized human resource services and training funds for 295 companies, mostly small and medium-sized enterprises, and supported training of 3,455 existing workers. The ILFIF allowed integrated service linking companies to resources to address recruitment, retention, productivity and other issues that affect a company's sustainability and competitiveness.

The ILFIF also contributed to the implementation of human resource development plans of 17 provincial Sector Councils and industry associations representing strategic economic development areas in Manitoba. In addition to the Sector Councils, the Alliance of Manitoba Sector Councils and Workplace Education Manitoba continue to provide innovative workplace-based program development, assessment, and training delivery for Manitoba businesses.

To aid in sector development, the fund also contributed to an Engineer-in-Residence at the University of Manitoba. This enables 100 students to participate in applied instrumentation and project management courses, and supports three student internship placements with aerospace companies in Winnipeg and Thompson. In addition, in partnership with the Departments of Advanced Education and Literacy and Innovation, Energy and Mines, the fund is supporting the Mitacs project. This national research network provides collaborative research projects between universities and industry, providing 112 internships and four fellowships in Manitoba over three years. This will place interns in the Life Sciences, Cultural and New Media, Information Communication Technologies, Mining, Environment, Aerospace, Agriculture, Advanced Manufacturing, Energy, and Social Sciences and Humanities sectors.

The ILFIF contributes to maintaining Manitoba's competitive position relative to other jurisdictions in creating new jobs, securing existing jobs and expanding investment by companies in the province.

### 10-3(f) Industry and Labour Force Investment Fund

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	\$	Variance Over (Under)	Expl. No.
Total Expenditures	2,932		2,600	332	
<b>Total Expenditures</b>	<b>2,932</b>	<b>-</b>	<b>2,600</b>	<b>332</b>	

# **CANADA - MANITOBA LABOUR MARKET AGREEMENT**

## **OBJECTIVES**

Under the Labour Market Agreement (LMA), the Workforce Development and Income Support Division develops, coordinates and maintains a range of employment and labour market services through direct delivery and partnerships with employers and communities. Programming is directed to: unemployed Manitobans who are non-EI-eligible; individuals who are low skilled, in particular, employed individuals who do not have a high school diploma or a recognized certification or who have low levels of literacy and essential skills; organizations that create employment or assist the unemployed and low skilled employed to find, prepare for and maintain employment; employers/businesses; and communities/sectors.

## **ACTIVITIES/RESULTS**

### **Direct Delivery Services:**

#### **Direct Employment Services**

Staff in 16 employment centres located throughout Manitoba are responsible for co-ordinating, developing, and maintaining a range of employment services, including support for skills training, to prepare Manitobans for employment. Employment Manitoba staff work with employers and community organizations to facilitate employment opportunities. Activities available to individuals in employment centres include employability and prior learning assessment, employment counselling and support for and referrals to: job readiness training; job placement; work placement with wage assistance; skills training; pre-employment skills training; and literacy upgrading.

#### **Skills Development**

This program provides eligible participants with the opportunity to obtain skills training in occupational areas experiencing skill shortages to obtain and maintain employment or advance in the labour market.

### **Partnership Services:**

#### **Employment Partnerships**

Funding is provided to Manitoba employers, non-profit community based organizations, local governments, and training partners to design, develop and support skills training projects, including job-specific and workplace-based training, and develop and deliver employability skills training and/or work experience placements that prepare individuals for employment.

#### **Labour Market Partnerships**

Labour Market Partnerships funds communities, sector associations, unions, and employers to address labour market development, labour force development and workforce adjustment issues, thereby assisting unemployed and job-threatened individuals to gain and/or keep sustainable employment.

#### **Self Employment**

The Self Employment service assists eligible individuals to create jobs for themselves by starting a business. Self Employment is administered by local sponsors who will: evaluate the individual's business idea and suitability; provide coaching in business plan development and implementation; offer advice and support; and direct the participant to other supports as needed.

#### **Wage Subsidies**

This service provides subsidies to Manitoba employers to assist in the cost of on-the-job training for eligible individuals. The wage subsidy provides the unemployed person with a means to market and demonstrate his or her skills and abilities in a new work environment.

**10-3(g) Canada-Manitoba Labour Market Agreement**

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<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Total Salaries and Employee Benefits	2,824	12.00	893	1,931	1
Total Other Expenditures	522		543	(21)	
Total Training Support	19,764		21,674	(1,910)	
<b>Total Expenditures</b>	<b>23,110</b>	<b>12.00</b>	<b>23,110</b>	<b>-</b>	

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*1. Transfer of Salary and Expenditure costs to reflect the actual salary and operational costs relating to the delivery of LMA activity in other branches of the division.*

# EMPLOYMENT AND INCOME ASSISTANCE PROGRAMS

## Objectives

- To provide effective leadership, direction, fiscal management and support to ensure the delivery of income assistance programs, Building Independence projects, income supplement, vocational rehabilitation and supported employment programs in accordance with relevant legislation and government policy.
- To develop initiatives that help Employment and Income Assistance (EIA) participants regain their financial independence from income assistance by making the transition to work.
- To develop initiatives that assist EIA participants in pursuing training and employment opportunities.
- To develop vocational rehabilitation support services for persons with disabilities.

The Branch consists of the following areas:

- *Policy and Program Development* – Responsible for the development, maintenance and interpretation of legislation for the EIA programs; policy and program development; new initiatives; and public communications, such as program brochures, fact sheets and the EIA policy manual.
- *Employment and Training Services* – Responsible for the development, maintenance and interpretation of legislation, regulation, and policies and initiatives as they pertain to employment and training supports for EIA recipients, including initiatives under the Building Independence strategy. Provides program and policy direction and funding for vocational rehabilitation services under the market *Abilities* Program for adults with a physical, mental, psychiatric or learning disability; and for Supported Employment programming.
- *Quality Assurance and Program Support* – Responsible for program standards and quality assurance; negotiation of contracts with associations providing health and other services to EIA participants; and information technology supports.

## Responsibilities

- The major objectives of the Employment and Income Assistance (EIA) program are:
  - to assist Manitobans in regaining their financial independence by helping them to make the transition from income assistance to work; and
  - to provide income assistance to Manitobans in need.
- Financial assistance is provided to persons in need who are eligible for assistance under *The Employment and Income Assistance Act* (the Act), including single parents, aged persons, single persons, couples without children, two-parent families, persons with disabilities, persons requiring the protection of a crisis intervention facility, and children whose parents are unable to support them. Eligibility may also be granted under special case consideration at the discretion of the Minister.
- Eligibility for assistance is also determined by a needs test, in which the amount of a household's financial resources is compared to the total costs of its basic necessities as defined in the Act and Regulations. Certain items and income are not included in the calculation of financial resources.
- EIA provides employability assessments, personal job planning, work incentives and other supports to assist Manitobans in entering, re-entering or remaining in the labour force.
- EIA provided assistance to an average monthly caseload of 35,523 in 2012/13, an increase of 0.3 per cent from the previous year.
- During 2012/13, 11.9 per cent of the income assistance caseload made use of the work incentive provisions of the program.



## **Activities/Highlights in 2012/13**

In 2012/13, the Province continued to implement the initiatives of the Rewarding Work strategy, which was introduced in 2007/08 to address barriers to employment facing income assistance participants.

The strategy is based on the following four objectives:

- Enhance Employability – to enhance the employment skills of participants so that they are better equipped to obtain and retain sustainable employment;
- Encourage Work – to support low-income working families and provide incentives for income assistance participants to increase their attachment to the labour market;
- Ease the Transition (to Employment) – to make it easier for people to transition from income assistance to work; and
- Employment Retention – to support and encourage those who are working to stay employed.

In 2012/13, the Department continued to implement its response to the 68 recommendations of the Manitoba Ombudsman's Report on the EIA Program: Efforts this year focused primarily on developing enhanced employability assessment tools and planning for new training and development opportunities and supports to assist EIA participants in preparing for and moving into sustainable employment opportunities.

In 2012/13, the marketAbilities Program provided vocational services for 3,875 people with disabilities with 1,395 receiving funded vocational supports and services to assist them in accessing education and training opportunities to improve employment outcomes.

In January 2012, the EIA program transferred from Family Services and Labour to Entrepreneurship, Training and Trade to improve access for income assistance recipients to services and programs that will enhance skills and opportunities for workforce attachment. This objective enhances the direction of the Workforce Development and Income Support Division's Strategic Plan by linking with the labour market services and programs of the Division.

During 2012/13 the Department developed Manitoba's Strategy for Sustainable Employment and a Stronger Labour Market, which recognizes the need to assist Employment and Income Assistance (EIA) participants to connect to labour market opportunities, helping build their independence, reduce poverty and help to alleviate the labour market shortage in Manitoba. A number of enhancements to support services and coordination of services across the Division were introduced in 2013 in support of the new strategy. These include: the repurposing of Job Connections to provide multidimensional supports to respond to the employment transition and retention needs of all Manitobans served by the Department; , the development of new assessment tools and processes including an electronic assessment for use by all Workforce Development and Income Support programs, and the integration of Essential Skills Manitoba in the assessment process; and an I.T. solution for a consolidated client profile is under development to support communication and coordinated planning across the division and with our contracted service providers.

# REWARDING WORK<sup>1</sup>

## Progress Report to March 31, 2013

In 2007/08, the Province launched a four-year *Rewarding Work* strategy to help Employment and Income Assistance (EIA) participants and persons with disabilities prepare for and make a smooth transition to work. *Rewarding Work* is also supporting other low-income Manitobans to maintain their financial independence. The following describes some of the key *Rewarding Work* initiatives:

Initiative	Progress
<b>Transfer Initiative (formerlyRebound)</b>	The Transfer Initiative offered people an alternative to welfare. Instead of income assistance, eligible individuals were given an allowance to attend training and return to work activities which would lead to work. Since July 2009, 1,243 people were given a living allowance instead of welfare.
<b>Get Ready! <sup>2</sup></b>	Under the Get Ready! policy, people can receive welfare while they upgrade their education or attend training which will help them find work. Since October 2007, 19,639 people have developed training plans. In 2012/13, 6,113 started school or training, an increase of 39.9 per cent from 2011/12. Of these, 1,220 people who were in education or training left welfare.
<b>JobConnections</b>	The program is being re-purposed with a new target population. The new focus of Job Connections is to support the success of Manitobans in ETT employment and training interventions whose service needs go beyond the resources available within the existing program delivery structures..
<b>Rewarding Work Allowance</b>	The <i>Rewarding Work</i> Allowance provides \$100 each month to non-disabled people who are employed full-time, and \$50 for those employed part time, to help with employment expenses. The benefit was paid to 3,689 households in 2012/13.
<b>Enhanced Work Incentives</b>	Work incentives were increased in February 2008 so that anyone who works while on welfare keeps the first \$200 of earnings plus 30 per cent of earnings over \$200.
<b>marketAbilities Initiatives</b>	The marketAbilities fund has funded five partnership projects between employers and community stakeholders to help persons with disabilities living in rural and northern regions find and keep sustainable employment. Since 2008, 140 people have been actively involved in these projects and 81 found jobs. A marketAbilities team of specialized staff have worked with 1,614 EIA participants with disabilities interested in working. Of these, 474 have found work.
<b>Get Started!</b>	Get Started! is a one-time benefit for people who leave welfare for work to help with unanticipated expenses. The benefit was paid to 1,297 households in 2012/13..
<b>Rewarding Work Health Plan</b>	The <i>Rewarding Work</i> Health Plan provides non-insured health benefits, including drug, dental and optical benefits, for up to two years for single parents and persons with disabilities who leave welfare for work. In 2012/13, eligibility for the Rewarding Work Health Plan was extended to sole support parents and persons with disabilities who transition from welfare to an Employment Manitoba living allowance. The number of households receiving the benefit in 2012/13 was 1,028 per month (16.2 per cent increase from 2011/12).
<b>Manitoba Saves</b>	SEED Winnipeg supports low-income people to save for the future. Since 2009, 4,933 people have participated in 908 money management workshops, 425 people have participated in Individual Development Account programs and 1,122 people have participated in the Savings Circle program.
<b>Rewarding Volunteers' Benefit</b>	The Rewarding Volunteers' Benefit is an allowance of up to \$100 per month for people with disabilities on assistance who do volunteer work. The benefit was paid to 1,336 households in 2012/13 (6 per cent increase from 2011/12).

<sup>1</sup> As part of *Rewarding Work*, the Manitoba Child Benefit was introduced and RentAid was enhanced.

<sup>2</sup> The significant increase is attributed in part to the extension of eligibility for the Rewarding Work Health Plan to single parents and persons with disabilities who leave EIA to Employment Manitoba living allowances, as well as the program's emphasis on addressing recidivism by preparing people for sustainable employment.

**Employment and Income Assistance<sup>1</sup>**  
**Average Monthly Number of Cases and Participants by Category**  
as at March 31

Category	2010/11		2011/12		2012/13	
	Cases	Participants	Cases	Participants	Cases	Participants
Children	37	57	41	59	35	50
Single Parents	8,078	25,015	8,214	25,411	8,133	25,209
Aged	104	155	108	167	114	165
Crisis Facility Cases	49	109	54	120	49	106
General Assistance	6,253	10,898	6,626	11,346	7,081	11,814
Special Cases	3	5	2	2	1	1
Disabled	19,623	24,515	20,382	25,227	20,110	24,683
<b>Total</b>	<b>34,147</b>	<b>60,754</b>	<b>35,427</b>	<b>62,332</b>	<b>35,523</b>	<b>62,028</b>

<sup>1</sup> EIA continues to implement Rewarding Work, a strategy targeted at increasing self-sufficiency by providing low-income Manitobans with increased opportunities to learn, earn and save. As a result of these initiatives many people are involved in money management programs, education or training, volunteer activity and employment (see Rewarding Work Progress Report). The program also has supportive policies for people with disabilities, such as physical, mental or intellectual disabilities. The program is actively working with community organizations such as Opportunities for Employment, who are assisting people get ready for work.

**Employment and Income Assistance**  
**Average Monthly Number of Cases Receiving Rewarding Work Health Plan Benefits**  
As at March 31

Category	2010/11	2011/12	2012/13
Single Parents	452	560	629
Persons with Disabilities	278	325	399
<b>Total</b>	<b>730</b>	<b>885</b>	<b>1,028</b>

**Employment and Income Assistance**  
**Expenditures by Category (\$000)**  
as at March 31

Category	2010/11	2011/12	2012/13
Children	\$ 171	\$ 171	\$ 151
Single Parents	94,538	96,612	95,964
Aged	872	976	989
Crisis Facility Cases	318	449	365
General Assistance	46,563	48,921	51,849
Special Cases	1,532	1,620	1,593
Other	1,407	2,024	(2,759)
Disabled	163,369	169,639	168,662
<b>Total</b>	<b>\$308,770</b>	<b>\$320,412</b>	<b>\$316,814</b>

**Employment and Income Assistance  
Employment Income**  
as at March 31

<b>Average Monthly Number of Participants Reporting Employment Income</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Single Parents	910	874	879
General Assistance	768	775	761
Persons with Disabilities	2,612	2,592	2,546
<b>Total</b>	<b>4,290</b>	<b>4,241</b>	<b>4,186</b>

**Employment and Income Assistance  
Percentage of Cases in Work Incentive Program**  
as at March 31

<b>Category</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Single Parents	11.3%	10.6%	10.8%
General Assistance	12.3%	11.7%	10.7%
Persons with Disabilities	13.3%	12.7%	12.7%
<b>Total Caseload</b>	<b>12.6%</b>	<b>12.0%</b>	<b>11.9%</b>

**Income Assistance for Persons with Disabilities**

The Income Assistance for Persons with Disabilities benefit provides additional financial assistance for adults with disabilities enrolled under Employment and Income Assistance, in recognition of the additional costs associated with living in the community. The benefit is \$105.00 per month.

**Income Assistance for Persons with Disabilities Caseload**  
as at March 31

	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Average Monthly Caseload	18,965	19,756	19,520

**Income Assistance for Persons with Disabilities Expenditures (\$000)**  
as at March 31

	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Total	\$24,393	\$25,385	\$25,056

### **Health Services**

- The Health Services program includes the *Rewarding Work* Health Plan, and provides essential drug, dental and optical services and support to EIA participants and children in care.
- Supplies and services are generally provided in accordance with approved fee schedules negotiated with professional health organizations. These agreements specify the types of goods and services provided, eligibility criteria, level of payment and related billing procedures.
- Health Services provided benefits to an average monthly caseload of 38,597 in 2012/13. Of these cases, 9,590 (24.9 per cent) were children in care.

<b>Caseload and Expenditures</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Average Monthly Number of Cases	36,361	38,226	38,597
Average Monthly Number of Participants	56,549	58,828	58,801
Dental	\$ 6,908	\$ 7,178	\$ 7,319
Drugs	\$56,508	\$59,921	\$58,848
Optical	\$ 727	\$ 729	\$ 893
<b>Total Expenditures (\$000)</b>	<b>\$64,143</b>	<b>\$67,828</b>	<b>\$67,060</b>

### **Income Supplement Programs**

The EIA Programs Branch administers three Income Supplement Programs for low-income Manitobans who are not in receipt of income assistance. 55 PLUS - A Manitoba Income Supplement provides quarterly supplements to low-income persons 55 years of age and over. The Manitoba Child Benefit provides monthly supplements to low-income families with children. RentAid assists certain low-income groups in Manitoba with shelter-related costs in the private rental market.

### **55 PLUS – A Manitoba Income Supplement**

The 55 PLUS program has two components. The Senior Component is for persons who are eligible to receive certain levels of benefits under the federal Old Age Security programs. The Junior Component is for low-income persons 55 years of age and over who are not eligible for federal Old Age Security benefits. Eligibility for the Senior Component is determined from a person's application for the federal Guaranteed Income Supplement. An annual application is necessary for the Junior Component.

During 2012/13, the majority (approximately 66 per cent) of 55 PLUS benefits were provided to participants who were single.

**55 PLUS – A Manitoba Income Supplement  
Caseload and Expenditures  
as at March 31**

<b>Average Quarterly Number of Participants</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
<b>Senior Component</b>			
Single <sup>1</sup>	5,363	5,333	5,278
Married <sup>2</sup>	2,379	2,325	2,340
<b>Total</b>	<b>7,742</b>	<b>7,658</b>	<b>7,618</b>
<b>Junior Component</b>			
Single <sup>1</sup>	903	885	885
Married <sup>2</sup>	788	829	860
<b>Total</b>	<b>1,691</b>	<b>1,714</b>	<b>1,745</b>
<b>Program Total</b>	<b>9,433</b>	<b>9,372</b>	<b>9,363</b>
<b>Total Expenditures (\$000)</b>			
Senior Component	\$4,020	\$3,977	\$3,958
Junior Component	\$1,151	\$1,155	\$1,176
<b>Total</b>	<b>\$5,171</b>	<b>\$5,132</b>	<b>\$5,134</b>

<sup>1</sup> Single participants include those who have never been married, as well as those who are no longer married (i.e., widowed, divorced, or separated).

<sup>2</sup> For married participants, in some cases both members of a couple receive 55 PLUS and in other cases only one spouse is a participant.

**Manitoba Child Benefit**

In January 2008, the Manitoba Child Benefit (MCB) replaced and enhanced the former Child Related Income Support Program (CRISP). The MCB provides monthly benefits to low-income Manitoba families to assist them with the cost of raising their children. A new application is required for each benefit year, which runs from July 1 to June 30.

During 2012/13, MCB benefits were provided to an average of 2,859 families per month, representing an estimated 6,710 children. Of these families, approximately 25 per cent were headed by single parents.

**Manitoba Child Benefit (MCB)  
Caseload and Expenditures  
as at March 31**

<b>Average Monthly Number of Cases</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Single-Parent Family	824	800	707
Two-Parent Family	1,955	2,358	2,152
<b>Total</b>	<b>2,779</b>	<b>3,158</b>	<b>2,859</b>
<b>Average Monthly Number of Children<sup>1</sup></b>	<b>6,948</b>	<b>7,895</b>	<b>6,710</b>
<b>Total Expenditures (\$000)</b>	<b>\$3,271</b>	<b>\$3,582</b>	<b>\$3,147</b>

<sup>1</sup> Prior to 2012/13 MCB database did not track the number of children in a family. The number of children was estimated (using historical ratios adjusted to account for the increase in the number of larger families now accessing the benefit). In 2012/13 an Information Technology enhancement was made to allow the program to accurately track the number of children.

## **RentAid**

RentAid (formerly the Manitoba Shelter Benefit) is intended to help low-income families, seniors and persons with disabilities meet shelter related costs in the private rental market.

A flat rate monthly benefit is also available to persons with disabilities and adults without dependent children who are receiving Employment and Income Assistance (EIA), and are living in the private rental market or in room and board accommodations.

RentAid was previously administered by the Manitoba Housing and Renewal Corporation and was transferred to the Disability Programs and Employment and Income Assistance Division in 2009/10. Benefits are delivered through Provincial Services.

<b>Fiscal Year</b>	<b>Average No. of Recipients Per Month (Non-EIA)</b>	<b>Average No. of Recipients Per Month (EIA)</b>	<b>No. of Active Recipients at Year End (Non-EIA)</b>	<b>No. of Active Recipients at Year End (EIA)</b>	<b>Total No. of Recipients (Non-EIA)</b>	<b>Total No. of Recipients (EIA)</b>
2010/11	1,974	12,343	2,023	12,948	3,009	19,620
2011/12	2,043	13,009	1,961	13,190	3,110	20,350
2012/13	1,897	13,297	1,911	13,517	2,986	20,350

<b>Fiscal Year</b>	<b>Average Monthly Benefit Paid (Seniors)</b>	<b>Average Monthly Benefit Paid (Families)</b>	<b>Average Monthly Benefit Paid (Disabled)</b>	<b>Average Monthly Benefit Paid (EIA)</b>	<b>Expenditures Total \$000</b>
2010/11	103	152	156	46	\$10,132
2011/12	102	150	155	49	\$11,061
2012/13	101	151	153	55	\$11,802

## **Building Independence**

- Building Independence supports partnerships that promote job opportunities for EIA participants. It also supports projects that enhance the skills and employability of specific target groups.
- Building Independence initiatives are designed to:
  - reduce barriers to employment by providing tools, such as child care and voice mail services;
  - provide job readiness assessments;
  - provide links to training and employment; and
  - support agencies to work in partnership with the EIA program.

**Building Independence  
Number of Participants  
as at March 31**

<b>Program</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
<b>Wage Subsidy</b>			
Manitoba Works <sup>1</sup>	52	45	43
<b>Employment Enhancement</b>			
Community Home Services Program <sup>2</sup>	153	135	129
Northern Affairs Project (positions)	9	17	8
Job Centre, EIA Intake (referrals)	1,139	1,027	996
Connect 2 Voice Mail <sup>3</sup>	1,274	1,445	1,435
<b>Other</b>			
Individual Development Accounts (IDA) <sup>4</sup>			
• EIA participants	75	110	87
• Non-EIA participants	133	193	132
Community Unemployment Help Centre	1,385	1,087	1,709

<sup>1</sup> Represents new and carryover services for individuals receiving wage subsidy.

<sup>2</sup> The Department transferred management of the Community Home Services Program to a community agency in July 2010. Starting in 2009/10, the Department modified the manner in which participants are counted, to exclude those individuals who were hired, but did not start work in that year.

<sup>3</sup> In use as of March 31, 2013, and includes EIA participants and low-income individuals.

<sup>4</sup> 2010/11 and 2011/12 reflect cumulative total number of participants since April 2009. 2012/13 reflects participants at March 31, 2013, with graduates (123) and early exits (83) since 2009 removed.

**marketAbilities Program**

The marketAbilities Program assists eligible adults with a disability to pursue and secure gainful employment by providing a spectrum of vocational training, education and support services. Individual vocational training plans are submitted to the marketAbilities Program by vocational rehabilitation counsellors who work out of the Community Service Delivery division or grant funded agencies. Based on these plans, funds are approved to assist individuals in accessing vocational training services.

The objectives of the marketAbilities Program are:

- To provide vocational rehabilitation services to adults with a disability, to enhance their independence and ability to contribute socially and economically through employment in the competitive labour force.
- To assist adults with a mental, physical, psychiatric or learning disability to prepare for, obtain and maintain employment through the provision of assessment, training, education and support services.

**Supported Employment**

Supported employment programming provides people with disabilities the supports required to participate in paid employment. In 2012/13, 1,291 people with disabilities received services from fifteen supported employment agencies.

The objectives of the Supported Employment Program are:

- To enable workers with disabilities to pursue employment opportunities and to physically and socially integrate into competitive employment settings.
- To enable workers with disabilities to receive supports necessary to maintain employment.



**Employment and Training Services – marketAbilities Program**  
**Total Active Caseload by Disability**  
as at March 31

<b>Disability</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Physical Disability	744	713	664
Psychiatric Disability	899	945	936
Mental Disability	637	615	675
Learning Disability	389	417	415
Sight Disability	334	332	340
Hearing Disability	194	196	190
<b>Total</b>	<b>3,197</b>	<b>3,218</b>	<b>3,220</b>

**Employment and Training Services – marketAbilities Program**  
**Total Active Caseload by Region/Program/Agency**  
as at March 31

<b>Region/Program/Agency</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Winnipeg	1,057	1,072	1,076
Westman	296	290	279
Eastman	146	170	171
Central	108	119	109
Interlake	52	44	51
Parkland	46	42	53
Northern	25	25	33
Grant Funded Agencies	1,228	1,186	1,137
Self Directed	19	19	22
Reaching Equality Employment Services	26	36	44
Mental Health	194	215	245
<b>Total</b>	<b>3,197</b>	<b>3,218</b>	<b>3,220</b>

**Employment and Training Services – marketAbilities Program**  
**Individuals Funded by Disability**  
as at March 31

<b>Disability</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Physical Disability	257	262	243
Psychiatric Disability	470	486	528
Mental Disability	294	226	275
Learning Disability	193	191	219
Sight Disability	39	38	43
Hearing Disability	82	87	87
<b>Total</b>	<b>1,335</b>	<b>1,290</b>	<b>1,395</b>

**Employment and Training Services – marketAbilities Program**  
**Services Purchased by Type**  
as at March 31

<b>Disability</b>	<b>2010/11</b>	<b>2011/12</b>	<b>2012/13</b>
Education – University	188	170	186
Education – Community College	202	200	176
Education – Special Colleges	58	50	47
Education – School	52	52	41
Education – Out of Province	8	4	4
Work Assessment/Training			
Vocational – Employment and Training Centre	1,116	953	993
Vocational – Training-in-Industry	61	33	30
Vocational – School-to-Work	88	71	112
Transportation	1,352	1,326	1,404
Special Services	2,059	2,031	2,120
Other	3	4	1
<b>Total<sup>1</sup></b>	<b>5,187</b>	<b>4,894</b>	<b>5,114</b>

<sup>1</sup> Individuals usually access more than one service. As a result, the total number of services provided is greater than the total number of individuals funded by disability.

**10-3(H) Employment and Income Assistance**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13</b>	<b>Estimate 2012/13</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
	<b>\$</b>	<b>FTE</b>	<b>\$</b>	
Total Salaries & Employee Benefits	2,600	30.00	2,281	319
Total Other Expenditures	3,843		3,028	815
Employment and Income Assistance	316,814		307,907	8,907 1
Health Services	67,061		65,906	1,155
Income Assistance for Persons with Disabilities	25,056		25,186	(130)
marketAbilities	8,956		9,325	(369)
55 PLUS	5,134		4,932	202
Building Independence	3,186		4,020	(834)
Manitoba Child Benefit	3,147		4,154	(1,007) 2
Rent Aid	11,802		13,214	(1,412) 3
<b>Total Expenditures</b>	<b>447,599</b>	<b>30.00</b>	<b>439,953</b>	<b>(7,646)</b>

1. The variance is primarily attributable to higher than expected caseload.
2. The variance is primarily due to lower than anticipated program participation.
3. The variance is primarily due to lower than anticipated program participation in the non-EIA benefit.

## RECOVERABLE FROM OTHER APPROPRIATIONS

Recovery of funding from program areas participating in the delivery of labour market programming implemented under the Agreement.

### 10-3(h) Recoverable from Other Appropriations

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Recoverable from other appropriations	(10,226)	(10,257)	31	1
<b>Total Expenditures</b>	<b>(10,226)</b>	<b>(10,257)</b>	<b>31</b>	

# **INTERNATIONAL RELATIONS AND TRADE**

## **Canada-U.S. and International Relations**

The Canada-U.S. and International Relations (CUSIR) Branch provides strategic policy advice and support to the international activities of the Premier and the Minister of Entrepreneurship, Training and Trade. The Branch also oversees the government's involvement in international development projects and supports access by Manitoba firms to international development work.

### **Principal Activities in 2012/13**

In 2012/13, the main activities of Canada-U.S. and International Relations were to:

- Provide a coordinating function with respect to Manitoba's international activities and to promote a strategic approach to Manitoba's international relations;
- Build strategic relationships with international government officials and those involved with international relations within Canada, such as the Department of Foreign Affairs and International Trade; and
- Provide strategic and operational advice to the government in support of its international interests including negotiation and advice on international agreements.

### **Highlights in 2012/13**

The Branch supported advocacy meetings and contacts with various U.S. Governors and Members of Congress, Ambassadors, and senior representatives from the U.S. Administration and the Canadian Government. Advice and support were provided on a number of key policy initiatives such as trans-boundary water issues and encouraging the recognition of Manitoba hydroelectric power as a renewable resource in U.S. legislation.

The Branch forged or maintained relationships with officials in other jurisdictions through organizations such as the Western Governors' Association, the Midwestern Governors' Association, the Midwestern Legislative Conference, the Legislators' Forum, the Southeast United States-Canadian Provinces Alliance, North America's Corridor Coalition (NASCO), and the National Governors' Association.

The Branch provided support and coordination for missions the Premier participated on including to Minneapolis around a forum on Lake Winnipeg, to Washington, DC to meet with US Governors, Senators, and other groups, and to India, China, and Brazil to further relations with government and business leaders and promote Manitoba's companies and products abroad.

Additionally, the Branch provided ongoing cooperation and coordination between departments involved in international relations, including the review and development of a new international agreement with the Lower Normandy Region in France, during a visit to Manitoba by the Vice President of Lower Normandy.

The Branch has also supported Manitoba's participation in international development projects and international aid through continuing the partnership with the Philippines Department of the Interior and Local Government (Local Government Academy), the Lviv Regional State Administration, and Dnipropetrovsk Regional State Administration in Ukraine.

The Branch continues to support Manitoba companies' access to international development work by participating in the World Bank's Private Sector Liaison Officer Network and acting as the point of contact between the Manitoba Government, Manitoba businesses and the World Bank.

## **Protocol Office**

The Protocol Office coordinates government supported events and ceremonies and plays a key role in organizing all incoming diplomatic visits. In addition, the office serves as a secretariat to the Order of Manitoba and plays a major role in organizing all aspects in the awarding of The Order of the Buffalo Hunt. Protocol also provides consulting, advisory and support service for the Office of the Lieutenant Governor as well as support to government departments and agencies and the general public on international protocol practices and orders of precedence.

## **Principal Activities in 2012/2013**

In 2012/2013 the main activities of the Protocol Office were:

- Maintain a strong organizational and planning role with respect to incoming diplomatic missions including visits by The Governor General of Canada .
- Plan and conduct official ceremonies surrounding such events as the Order of Manitoba, the Order of the Buffalo Hunt, swearing-in of new Cabinet Ministers, official unveiling of portraits for former premiers, military changes of command, the opening of the Legislative Assembly, Remembrance Day, high profile (state-related) funerals; and special commemorative events;
- Serve as co-chair of The Queen's Diamond Jubilee Manitoba celebrations and national Diamond Jubilee celebrations.  
Played an active role in organizing bicentennial celebrations to mark the 200<sup>th</sup> anniversary of the arrival of The Selkirk Settlers.
- The Chief of Protocol presented to a House of Commons Committee (Ottawa) outlining changes required in the federal government's approach to Orders of Precedence and the need to update a national protocol manual that would serve all provinces/territories.
- Serve as Secretary for the Order of Manitoba and Secretary to the Order of the Buffalo Hunt;
- Play a key support role with respect to the structure and function of the Manitoba Consular Corps;
- Coordinate all provincial government responses to half-masting of flags and establishing books of condolence including on-line messages of sympathy.

## **Highlights in 2011/2013**

The Protocol Office organized the itineraries for diplomats from China (2), Australia, Taipei, Iceland (2), Philippines, Britain (2), Peru, India, Jamaica, France, Korea, Japan (2), Chile, Brazil, Indonesia, Israel.

In 2012/2013 the Protocol Office supported several events such as:

- The ceremonial Opening of The House and the Speech from the Throne
- The Order of Manitoba;
- Presentations for the Order of the Buffalo Hunt;
- Four ceremonies for Diamond Jubilee medal presentations;
- Portrait unveiling of former Manitoba premier Gary Doer;
- Council of the Federation mission to China –with Premier Selinger;
- Remembrance Day and Armed Forces Day;
- Supported advance mission preparations for Premier's mission to India; and
- Ceremony to support the swearing in of new Chief Justice.

**10-5(a) International Relations**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>\$</b>	<b>Variance Over (Under) \$</b>	<b>Expl. No.</b>
Total Salaries & Employee Benefits	966	10.00	928	38	
Total Other Expenditures	904		882	22	
<b>Total Expenditures</b>	<b>1,870</b>	<b>10.00</b>	<b>1,810</b>	<b>60</b>	

## **MANITOBA TRADE AND INVESTMENT**

Manitoba Trade and Investment (MTI) is the official multilingual provincial agency for international business development; working with Manitoba firms to become export ready, to enter new markets outside of Manitoba and diversify in existing markets. MTI is also responsible for promoting Manitoba as a destination for inward investment.

Manitoba Trade and Investment supports Manitoba businesses to become export-capable and to diversify into domestic and international markets by delivering targeted programs and services. It also promotes the Province as a destination for investment to increase foreign direct investment and employment. Trade activities undertaken and supported include trade shows, incoming/outgoing business missions and match-making events, in addition to providing enhanced market intelligence and coordinating in-market support for Manitoba's business community.

Services provided by Manitoba Trade and Investment include:

Export counselling – MTI staff engage in consultations with Manitoba companies interested in developing their exports. Counselling focuses on the companies' markets of interest and their capabilities to meet potential demand.

In-market experience – MTI staff and foreign representatives have over 500 years of combined international business experience, and many of MTI's staff have lived/worked in the markets for which they are responsible. This experience enables the staff to provide first-hand knowledge of business practices, cultural considerations, consumer preferences and expectations.

Market intelligence – MTI staff combine their first hand knowledge of various markets with ongoing research and involvement with the markets to provide Manitoba companies with insight into their markets of responsibility; from shifting consumer demands to political changes, MTI staff help Manitoba companies to better understand the markets that they are pursuing.

Financial programs – MTI plays an active role in the delivery of the Commercialization Support for Business (CSB) Program. The CSB Program provides support to Manitoba companies to enter new export markets through participation in trade shows/events and the design of export focused marketing materials.

Languages – MTI and its foreign representatives can provide services in 17 languages; language capabilities include: English, French, Spanish, Mandarin, German, Portuguese, Hebrew, Russian, Hindi, Gujarati, Ukrainian, Dutch, Telugu, Malayalam, Bengali, Punjabi and Japanese.

Foreign representatives – MTI has augmented the expertise and experience of its staff with foreign trade representatives in five markets (Brazil, China, India, Mexico and Europe). MTI's foreign representatives support Manitoba companies' market entry with in-country assistance. MTI continues to evaluate new markets as possible locations for new representatives.

Promote Manitoba – MTI staff promote the full range of Manitoba's capabilities internationally, including tourism, education, investment, immigration and trade.

Missions and tradeshows – outbound missions include companies from multiple sectors targeting opportunities in another province or a foreign country and include a combination of joint networking opportunities and business-to-business meetings; incoming missions normally include a small number of companies from one market or one sector from a geographic region that have one-on-one meetings with Manitoba companies who are potential partners/suppliers; tradeshows are sector specific marketing events in external markets where Manitoba companies promote their products/services. Missions and tradeshows are integral components of MTI's delivery on its mandate. Each market is different and requires a unique approach – tradeshows work in some markets whereas missions are a better approach in others.

### **Highlights in 2012/13**

Manitoba Trade and Investment continues to promote the importance of exporting in order to assist Manitoba companies to sustain and grow their businesses. With both geographic and sector foci, Manitoba Trade and Investment is able to provide opportunity identification and market intelligence to companies identified as export interested/ready or active in export markets. In 2012/13, Manitoba Trade and Investment worked with over 485 Manitoba companies and organizations to explore and enter new markets and to expand within existing markets by providing consulting services, assistance to participate in trade shows, organized trade missions and tradeshow participation.

In fiscal year 2012/13 Manitoba Trade and Investment partnered with several industry organizations providing support for export development initiatives for their members. These partnerships enhanced the ability of Manitoba companies to successfully export. Manitoba Trade and Investment and its public/private sector partners, coordinate the delivery of trade services and programs to ensure they are effectively servicing the business communities in Winnipeg and rural Manitoba. Outreach activities outline the importance of exporting as well as facilitate access to the information/support needed to become export-ready or to enter and diversify markets. In addition, companies with an interest and the capability to consider exporting are identified and a process of company-specific consulting and export counseling is initiated.

In fiscal year 2012/13, MTI executed 31 outgoing trade missions to 14 different countries/markets and coordinated 26 incoming trade missions from 15 different countries/markets.

Manitoba Trade and Investment continues to be active in pursuing opportunities in Brazil, Russia, India, China and South Africa (the "BRICS"). Building Manitoba's exports to the BRICS and other emerging markets is part of Manitoba's diversification strategy.

In fiscal year 2012/13, Manitoba Trade and Investment undertook activities in Brazil, Russia, India and China to assist Manitoba companies to enter and expand within these markets. These activities included business missions with senior government officials to Brazil, India and China. In addition, in September 2012, the Province of Manitoba announced the appointment of Manitoba's new Foreign Trade Representative in Brazil.

Manitoba continues to diversify its foreign export base in response to shifts in global economic growth. The United States of America continues to be Manitoba's largest market, in 2012 it accounted for 66.7% of Manitoba's total foreign merchandise exports, as compared to 76.0% in 2003. Manitoba's exports to the BRICS have increased by 452.4% since 2003. As markets, the BRICS's consumption of Manitoba exports has grown from 2.4% of total exports in 2003 to 10.9% of total exports in 2012. By dollar value, Manitoba's exports to the BRICS increased by almost \$1 billion over the last ten years.



## **Agribusiness**

The agriculture and food sectors are key contributors to Manitoba's economy representing \$3.9 billion in provincial exports or 35.3% of Manitoba's total foreign exports in 2012. The Agribusiness branch delivers comprehensive export and market-development services to Manitoba exporters. The branch also promotes Manitoba's trade development interests as a participant on federal-provincial North American agri-trade committees, The Federal-Provincial Market Development Council, North American Agricultural Marketing Officials and other organizations.

### **Highlights for 2012/13 included the following activities:**

Manitoba Trade and Investment undertook agri-food promotion activities in Canada, China, France, Germany, India, Japan, Mexico, United Arab Emirates and the United States of America.

MTI organized and hosted incoming buyer missions and events with delegations from Brazil, Cuba, Germany, India, Japan, the Netherlands, Nigeria, the Philippines and the United States of America.

In July 2012, Manitoba hosted the North American Agricultural Marketing Officials (NAAMO) Conference. This international organization is comprised of state and provincial government agricultural marketing officials who provide both domestic and international marketing services to the agricultural and food industries in their states and provinces. This was the first time in NAAMO's 92 year history that the conference was hosted in Manitoba.

Detailed highlights of agribusiness missions can be found under the relevant geographic location.

## **Asia**

Manitoba's domestic exports to Asia totalled \$2.2 billion in 2012. This is an increase of 19.4% compared to 2009 exports. Leading exports were unwrought nickel, rape/colza seeds, pork (fresh/chilled/frozen), wheat and copper ores and concentrates. China was Manitoba's largest export market, followed by the Japan, Hong Kong, South Korea and Taiwan.

Manitoba's imports from Asia totalled \$1.5 billion in 2012. This is an increase of 46.1% compared to 2009 imports. Leading imports were magnetic/optical readers, motor vehicle parts, telephone equipment, self-propelled bulldozers and semiconductor devices. China was the top ranking source of Manitoba imports within Asia, followed by the Japan, Taiwan, South Korea and India.

### **Highlights for 2012/13 included the following activities (excluding China/India located under BRICS):**

August 2012 – MTI hosted an incoming delegation from the Philippines.

September 2012 – MTI in partnership with Manitoba Agriculture, Food & Rural Initiatives (MAFRI) hosted an incoming beekeeper mission from the Philippines.

September 2012 – MTI hosted an incoming mission of the Japan Buckwheat Millers Association.

October 2012 – MTI conducted business meetings in Singapore and Indonesia.

## **BRICS Markets – Brazil, Russia, India, China and South Africa**

Manitoba's domestic exports to the BRICS totalled \$1.2 billion in 2012. This is an increase of 53.1% compared to 2009 exports. Leading exports were unwrought nickel, rape/colza seeds, copper ores and concentrates, soya beans and pork (fresh/chilled/frozen). In 2012, China was the largest export market for Manitoba in the BRICS accounting for \$1.0 billion of Manitoba exports.

Manitoba's imports from the BRICS totalled \$1.0 billion in 2012. This is an increase of 52.3% compared to 2009 imports. Leading imports were magnetic/optical readers, acyclic hydrocarbons, motor vehicle parts, hand tools and telephone equipment. In 2012, China was the largest source of Manitoba imports from the BRICS accounting for \$848.4 million.

### **Highlights for 2012/13 included the following activities:**

April 2012 – MTI partnered with CentrePort Canada Inc. and MAFRI on a business mission to China.

June 2012 – MTI led a business delegation including senior government officials to Brazil. While in São Paulo, Brazil, the Province of Manitoba formally announced that the Brazilian agricultural equipment manufacturer, Motomco Mundi Ltd. had chosen Manitoba as the site for their first Canadian-based operations.

June 2012 – MTI together with our Foreign Trade Representative in China conducted two business seminars in Winnipeg related to ag-food and ag-equipment.

September 2012 – MTI participated in the Council of the Federation (COF) Mission to China.

September 2012 – MTI in partnership with MAFRI hosted an incoming delegation from India. NDTV television (India) was in Manitoba to shoot a series of episodes for two different television shows to air in India, a lifestyle/tourism and food show hosted by Master Chef Vicky Ratnani and Chef MJ Feeke.

September 2012 – MTI participated in two key exhibitions in China which align with Manitoba's agriculture and agricultural machinery capabilities: VIV China in Beijing and China International Agricultural Machinery Exhibition (CIAME). VIV China is the largest regional trade show targeting animal feed, feed technology and grain handling equipment for the feed industry. CIAME is the largest agriculture machinery show in Asia.

October 2012 – MTI participated in AGROSALON 2012 in Moscow, Russia. AGROSALON is Russia's largest agriculturally-focused international exhibition.

November 2012 – MTI along with MTI's Foreign Trade Representative in Brazil hosted a seminar in Winnipeg entitled, "Doing Business with Brazil." Guest speakers included the Senior Trade Commissioner at the Canadian Consulate in São Paulo.

November 2012 – MTI participated in a business mission with MAFRI officials to China.

December 2012 – MTI participated in Agro Tech India 2012. Agro Tech India is focused on processed food, post harvesting equipment, animal genetics, farm and dairy management technologies and value addition technologies.

January/February 2013 – MTI participated in the Business Council of Manitoba Mission to India. This business mission included senior government officials. On February 4, 2013, while attending a reception at the official residence of the Canadian High Commissioner in India, it was announced that Riya Travel was opening their Canadian headquarters in Winnipeg.

January/February 2013 – MTI participated in Aero India Aerospace Show in Bangalore, India.

March 2013 – MTI hosted an incoming cattle buyer from the State of Rio Grande do Sul. This was a first time visit for this cattle buyer who was interested in importing livestock and cattle semen.

## **European Union**

Manitoba's domestic exports to the European Union totalled \$454.1 million in 2012. This is an increase of 47.2% compared to 2009 exports. Leading exports were copper ores and concentrates, medication, leguminous vegetables, printed matter and wheat. Germany was Manitoba's largest export market, followed by the United Kingdom, Bulgaria, Sweden and Finland.

Manitoba's imports from the European Union totalled \$950.8 million in 2012. This is an increase of 37.8% compared to 2009 imports. Leading imports were pesticides, suitcases/bags, harvesting/threshing machinery, machinery parts and transport trucks. Germany was top ranking source for Manitoba imports within the European Union to Manitoba, followed by the United Kingdom, France, Italy and Sweden.

### **Highlights for 2012/13 included the following activities:**

September 2012 – MTI supported in cooperation with Manitoba Music a trade mission to Reeperbahn Festival in Hamburg, Germany. Business-to-business meetings focused on the markets of Germany, Netherlands, Denmark and Sweden.

October 2012 – MTI together with MTI's Foreign Trade Representative in Europe conducted two business seminars in Winnipeg related to ag-food and ag-equipment.

October 2012 – MTI participated in SIAL Paris. This food and beverage tradeshow sees over 5,500 exhibitors and 140,000 visitors from over 180 countries.

October 2012 – MTI hosted an incoming mission of organic buyers from Germany and the Netherlands.

January 2013 – MTI in cooperation with Manitoba Music participated in a mission to MIDEM in Cannes, France. MIDEM is the world's largest trade event for the music and audio recording industry.

February 2013 – MTI participated along with several Manitoba firms at Biofach 2013, the World Organic Trade Fair in Nuremberg, Germany. The event provided companies with access to more than 40,000 trade visitors from 130 countries.

February 2013 – MTI attended the Mobile World Congress in Barcelona, Spain.

## **Latin America**

Manitoba's domestic exports to Latin America totalled \$227.7 million in 2012. This is a decrease of 15.6% compared to 2009 exports. Leading exports were wheat, harvesting/threshing machinery, leguminous vegetables, paperboard and film/plates/sheets/foil/strip of plastics. Venezuela was Manitoba's largest export market, followed by the Colombia, Brazil, Peru and Ecuador.

Manitoba's imports from Latin America totalled \$146.6 million in 2012. This is an increase of 43.7% compared to 2009 imports. Leading imports were cut flowers, self-propelled bulldozers, bananas, natural calcium phosphates, and grapes. Brazil was the top ranking source of Manitoba imports within Latin America, followed by the Chile, Colombia, Guatemala and Peru.

### **Highlights for 2012/13 included the following activities (excluding Brazil located under BRICS):**

April 2012 – MTI attended Expomin 2012 in Chile. In addition, MTI arranged one-on-one business meetings in Copiapo and Santiago for Manitoba companies who participated in this mission.

August 2012 – MTI hosted an incoming mission from Cuba.

## **North America**

### **Canada**

#### **Highlights for 2012/13 included the following activities:**

June 2012 – MTI attended the Agricultural Manufacturers of Canada annual meeting and Trade Expo in Regina, Saskatchewan.

June 2012 – MTI participated in the Western Canada Farm Progress Show in Regina, Saskatchewan. This show plays an important role in promoting and sourcing Manitoba's agricultural-related capabilities.

October 2012 – MTI supported and participated in Centrallia 2012 in Winnipeg, Manitoba.

October 2012 – MTI participated in the World Congress on Information Technology in Montreal, Quebec. This biannual event attracts over 2,000 senior industry, government leaders and academics from over 80 countries.

October 2012 – MTI participated in SecureTech 2012 in Ottawa, Ontario. This event is organized by the Canadian Association of Defence and Security Industries.

November 2012 – MTI attended the Canadian Western Agribition in Regina, Saskatchewan. This is Canada's premier international agricultural showcase.

January 2013 – MTI participated in Manitoba Ag Days in Brandon, Manitoba. This event is recognized as a premier Canadian event with an international focus showcasing Manitoba's strong and diverse agricultural capabilities.

### **Mexico**

Manitoba's domestic exports to Mexico totalled \$289.4 million in 2012. This is an increase of 11.5% compared to 2009 exports. Leading exports were rape/colza seeds, wheat, pork (fresh/chilled/frozen), paperboard and leguminous vegetables.

Manitoba's imports from Mexico totalled \$555.1 million in 2012. This is an increase of 53.8% compared to 2009 imports. Leading imports were tractors, seats, telephone equipment, pumps for liquids and monitors/projectors.

#### **Highlights for 2012/13 included the following activities:**

July 2012 – MTI along with MTI's Foreign Trade Representative in Mexico conducted a seminar in Winnipeg entitled, "Business Opportunities in Mexico." Guest speakers included the Consul General of Mexico to Canada and a Trade Commissioner from PROMEXICO.

September 2012 – MTI hosted a breakfast meeting with an incoming delegation from Mexico.

October 2012 – MTI participated in FIGAP Mexico 2012 in Guadalajara. This biannual tradeshow is focused in the feed to meat supply chain industry.

March 2013 – attended Expo ANTAD (the National Association of Supermarkets and Department Stores) in Guadalajara, Mexico.

### **United States of America**

Manitoba's domestic exports to the United States totalled \$7.4 billion in 2012. This is an increase of 3.8% compared to 2009 exports. Leading exports were crude petroleum oil, aircraft parts, rape/colza/mustard oils, electrical energy and medication. Minnesota was Manitoba's largest export destination state, followed

by the Illinois, North Dakota, Texas and Washington.

Manitoba's imports from the United States totalled \$15.6 billion in 2012. This is an increase of 47.1% compared to 2009 imports. Leading imports were tractors, harvesting/threshing machinery, self-propelled bulldozers, non-crude petroleum oils and passenger motor vehicles. Illinois was the top ranking state source of imports to Manitoba, followed by the Minnesota, Wisconsin, Texas and Iowa.

**Highlights for 2012/13 included the following activities:**

April 2012 – MTI attended the Global Business Connections Conference in Fargo, North Dakota.

June 2012 – MTI attended an exhibition supporting Manitoba companies at the Institute of Food Technologies in Las Vegas, Nevada.

August 2012 – MTI led a delegation of Manitoba companies to the Farm Progress Show in Boone, Iowa. This agricultural exposition is the United State's largest annual outdoor farm show held in either Decatur, Illinois or Boone, Iowa on a rotating basis.

November 2012 – MTI participated in the World Horse and Trade Show in Oklahoma City. This show is the largest equine exhibition and trade fair in the United States with participants from over 10 countries.

February 2013 – MTI attended the Taste of Canada event in Las Vegas, Nevada. This event was a chance for Manitoba food and beverage exporters to showcase their products to key U.S. and Mexican buyers and distributors from the food service and retail sectors.

**10-5(b) Manitoba Trade**

Expenditures by Sub-Appropriation	Actual 2012/13 \$	Estimate 2012/13 FTE	Estimate 2012/13 \$	Variance Over (Under) \$	Expl. No.
Total Salaries & Employee Benefits	1,788	22.00	1,805	(17)	
Total Other Expenditures	1,578		1,629	(51)	
Less: Recoverable from Urban Development Initiatives	(1,000)		(1,000)	-	
<b>Total Expenditures</b>	<b>2,366</b>	<b>22.00</b>	<b>2,434</b>	<b>(68)</b>	

## **COSTS RELATED TO CAPITAL ASSETS**

Commencing in 1999/2000, it is the policy of the Province of Manitoba to record in the accounts of the Province, the tangible capital assets owned and used by the Province along with appropriate amortization costs. The Provincial Comptroller establishes standard asset classes along with capitalization thresholds and corresponding amortization rates.

### **10-6(a) Costs Related to Capital Assets - Amortization Expense**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Amortization Expense	1,870	1,651	219	
<b>Total Expenditures</b>	<b>1,870</b>	<b>1,651</b>	<b>219</b>	

### **10-6(b) Costs Related to Capital Assets - Interest Expense**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2012/13 \$</b>	<b>Estimate 2012/13 FTE</b>	<b>Variance Over (Under)</b>	<b>Expl. No.</b>
Interest Expense	783	792	(9)	
<b>Total Expenditures</b>	<b>783</b>	<b>792</b>	<b>(9)</b>	

## ENTREPRENEURSHIP, TRAINING AND TRADE

### Reconciliation Statement

EXPENDITURE DETAILS	
2012/13 MAIN ESTIMATES	574,473
MAIN ESTIMATES AUTHORITY TRANSFERRED FROM: <ul style="list-style-type: none"><li>• Enabling Appropriations<ul style="list-style-type: none"><li>- Enabling Vote - Canada-Manitoba</li><li>- Enabling Vote – Other</li><li>- Internal Service Adjustments</li></ul></li></ul>	5,145 624 942
2012/13 ESTIMATE	581,184

**Entrepreneurship, Training and Trade  
Expenditure Summary  
For Fiscal Year Ended March 31, 2013  
(with comparative figures for the previous year)**

Estimate 2012/13 \$		Appropriation	Actual 2012/13 \$	Actual 2011/12 \$	Increase (Decrease) \$	Expl. No.
	<b>10-1</b>	<b>Administration and Finance</b>				
37	(a)	Minister's Salary	37	37	-	
	(b)	Executive Support				
612		(1) Salaries and Employee Benefits	655	569	86	
73		(2) Other	72	68	4	
	(c)	Financial and Administrative Services				
1,765		(1) Salaries and Employee Benefits	1,957	1,699	258	
422		(2) Other	365	401	(36)	
(150)		(3) Less: Recoverable from other appropriations	(150)	(150)	-	
	(d)	Policy, Planning and Coordination				
806		(1) Salaries and Employee Benefits	754	766	(12)	
237		(2) Other	201	258	(57)	
	(e)	Manitoba Bureau of Statistics				
818		(1) Salaries and Employee Benefits	656	739	(83)	
391		(2) Other	458	725	(267)	
(60)		(3) Less: Recoverable from other appropriations	(134)	(53)	(81)	
4,951		Total 10-1	4,871	5,059	(188)	
	<b>10-2</b>	<b>Business Services</b>				
	(a)	1. Industry Development-Financial Services				
1,137		(1) Salaries and Employee Benefits	941	932	9	
333		(2) Other	260	349	(89)	
13,425		(3) Business Financial Support	9,409	11,616	(2,207)	1
(8,810)		(4) Less: Interest Recovery	(4,310)	(4,492)	182	
		2. Industry Development-Commercialization Support for Business				
4,175			2,689	2,235	454	
	(b)	Industry Consulting and Marketing Support				
845		(1) Salaries and Employee Benefits	719	624	95	
323		(2) Other	317	294	23	



Estimate 2012/13 \$		Appropriation	Actual 2012/13 \$	Actual 2011/12 \$	Increase (Decrease) \$	Expl. No.
	(c)	Small Business Development				
1,261		(1) Salaries and Employee Benefits	1,200	1,217	(17)	
645		(2) Other	618	640	(22)	
60		(3) Grants	140	60	80	
	(d)	Business Immigration and Investment				
318		(1) Salaries and Employee Benefits	319	319	-	
211		(2) Other	211	292	(81)	
	(e)	Competitiveness Initiatives				
348		(1) Salaries and Employee Benefits	369	325	44	
99		(2) Other	70	134	(64)	
6,432	(f)	Economic Partnership Agreement	6,447	6,374	73	
(2,632)	(g)	Less: Recoverable from other appropriations	(2,630)	(1,632)	(998)	
18,170		Total 10-2	16,769	19,287	(2,518)	
	<b>10-3</b>	<b>Workforce Development and Income Support Division</b>				
	(a)	Office of the Senior Executive Director				
556		(1) Salaries and Employee Benefits	681	482	199	
265		(2) Other	157	211	(54)	
	(b)	Industry Workforce Development				
714		(1) Salaries and Employee Benefits	594	663	(69)	
132		(2) Other	128	135	(7)	
2,825		(3) Training Support	2,275	2,413	(138)	
	(c)	Apprenticeship				
4,419		(1) Salaries and Employee Benefits	4,285	4,322	(37)	
1,920		(2) Other	1,772	1,710	62	
16,254		(3) Training Support	15,837	13,751	2,086	2
(2,237)		(4) Less: Recoverable from Canada-Manitoba Labour Market Agreement	(2,237)	(1,500)	(737)	

Estimate 2012/13 \$	Appropriation	Actual 2012/13 \$	Actual 2011/12 \$	Increase (Decrease) \$	Expl. No.
	(d) Employment Manitoba				
5,864	(1) Salaries and Employee Benefits	5,390	5,011	379	
2,480	(2) Other	2,447	2,407	40	
10,008	(3) Training Support	8,627	4,986	3,641	3
	(f) Canada-Manitoba Labour Market Development Agreement				
7,414	(1) Salaries and Employee Benefits	7,296	6,962	334	
989	(2) Other	1,080	991	89	
44,367	(3) Training Support	41,060	38,016	3,044	
2,600	(g) Industry and Labour Force Investment Fund	2,932	2,009	923	
	(h) Canada-Manitoba Labour Market Agreement				
893	(1) Salaries and Employee Benefits	2,824	2,315	509	
543	(2) Other	522	774	(252)	
21,674	(3) Training Support	19,764	13,719	6,045	4
	(i) Employment and Income Assistance Support				
2,281	(1) Salaries and Employee Benefits	2,600	2,541	59	
3,028	(2) Other	3,843	3,320	523	
	(3) Employment and Income Assistance Programs:				
307,907	a. Employment and Income Assistance	316,814	320,692	(4,148)	
65,906	b. Health Services	67,061	67,828	(767)	
25,186	c. Income Assistance for Persons with Disabilities	25,056	25,385	(329)	
9,325	d. Market Abilities	8,956	8,935	21	
4,932	e. 55 Plus	5,134	5,132	2	
4,020	f. Building Independence	3,186	3,637	(451)	
4,154	g. Manitoba Child Benefit	3,147	3,582	(435)	
13,214	h. Manitoba Shelter Benefit	11,802	11,061	741	
(10,257)	(j) Less: Recoverable from other appropriations	(10,226)	(4,511)	(5,715)	5
551,376	Total 10-3	552,807	547,249	5,558	

Estimate 2012/13 \$	Appropriation	Actual 2012/13 \$	Actual 2011/12 \$	Increase (Decrease) \$	Expl. No.
	<b>10-5 International Relations and Trade</b>				
	(a) International Relations				
928	(1) Salaries and Employee Benefits	966	907	59	
882	(2) Other	904	911	(7)	
	(b) Manitoba Trade				
1,805	(1) Salaries and Employee Benefits	1,788	1,469	319	
1,629	(2) Other	1,578	1,514	64	
(1,000)	(4) Less: Recoverable from Urban Development Initiatives	(1,000)	(1,000)	-	
4,244	Total 10-5	4,236	3,801	435	
	<b>10-6 Costs Related to Capital Assets</b>				
1,651	(a) Amortization Expense	1,870	1,532	338	
792	(b) Interest Expense	783	418	365	
2,443	Total 10-6	2,653	1,950	703	
581,184	<b>TOTAL ENTREPRENEURSHIP, TRAINING AND TRADE</b>	581,337	577,346	3,990	

**Explanations:**

1. Decrease in 2012/2013 Loan Portfolio.
2. Increase due to Employment and Income Assistance (EIA) client expenditures.
3. Increase is mainly due to integrated services with EIA client expenditures.
4. Increase is due to higher client volumes.
5. Increase in recovery due to an increase in clients eligible under the Labour Market Agreement.

**Entrepreneurship, Training and Trade  
Revenue Summary by Source  
For Fiscal Year Ended March 31, 2013 (with comparative figures for the previous year)**

Actual 2011/12 \$	Actual 2012/13 \$	Increase Decrease) \$	Expl. No.	Source	Actual 2012/13 \$	Estimate 2012/13 \$	Variance \$	Expl. No.
				Government of Canada				
50,896	50,164	(732)		Labour Market Development Agreement	50,164	50,445	(281)	
16,808	23,110	6,302	1	Labour Market Agreement	23,110	23,110	-	
4,507	4,507	-		Labour Market Agreement for Persons with Disabilities	4,507	4,507	-	
-	671	671	2	Targeted Initiative for Older Workers	671	843	(172)	
72,211	78,452	6,241		Sub-Total	78,452	78,905	(453)	
				Other Revenue				
466	500	34		Fees	500	464	36	
1,378	1,378	-		Cost Recovery from Municipalities	1,378	1,378	-	
7,424	7,296	(128)		Income Assistance Recoveries:	7,296	7,330	(34)	
210	210	-		Levy for Local Government Welfare Purposes in Unorganized Territory	210	210	-	
6,610	3,872	(2,738)	3	Sundry	3,872	7,911	(4,039)	1
16,088	13,256	(2,832)		Sub-Total	13,256	17,293	(4,037)	
88,299	91,708	3,409		TOTAL REVENUE	91,708	96,198	(4,490)	

**Explanations:**

Comparison to Previous Year:

1. Increased client volume.
2. Increased activity related to the Targeted Initiative for Older Workers program.
3. Decrease in Growing Through Immigration activities.

Comparison to Estimate:

1. Decrease in Growing Through Immigration activities.

**FIVE YEAR HISTORY**  
**Entrepreneurship, Training and Trade**  
**Five-Year Expenditure and Staffing Summary by Appropriation (\$000s)**  
**For Five Years Ended March 31, 2013**

Appropriation	2008-2009		2009-2010		2010-2011		2011-2012		2012-2013	
	FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
<b>Administration and Finance</b>	58.00	4,852	58.00	5,256	58.00	5,208	58.00	5,059	58.00	4,871
<b>Business Services</b>	59.50	22,944	59.50	22,586	59.50	18,707	59.50	19,271	59.50	16,769
<b>Workforce Development and Income Support Division</b>	304.80	480,984	318.30	528,650	317.80	550,321	317.80	547,262	316.80	552,807
<b>International Relations and Trade</b>	33.00	3,940	33.00	4,120	31.00	4,134	31.00	3,801	32.00	4,236
<b>Costs Related to Capital Assets</b>		1,343		1,619		1,673		1,950		2,653
<b>TOTAL OPERATING</b>	455.30	514,063	468.80	562,231	466.30	580,043	466.30	577,343	466.30	581,337
Expenditures Related to Capital		2,053		601		3,406		5,465		-
<b>TOTAL</b>	455.30	516,116	468.80	562,832	466.30	583,449	466.30	582,808	466.30	581,337

\* - Adjusted figures reflect historical data on a comparable basis in those appropriations affected by reorganizations during the five years.

## ENTREPRENEURSHIP, TRAINING & TRADE

### Performance Measures

The following section provides information on key performance measures for the department for the 2011-2012 reporting year. All Government of Manitoba departments include performance measures in their Annual Reports to complement the financial results and provide Manitobans with meaningful and useful information about government activities and their impact on the province and its citizens.

For more information on performance reporting and the Manitoba government, visit [www.manitoba.ca/performance](http://www.manitoba.ca/performance)

Your comments on performance measures are valuable to us. You can send comments or questions to [mbperformance@gov.mb.ca](mailto:mbperformance@gov.mb.ca)

# ENTREPRENEURSHIP, TRAINING AND TRADE

## Business Development Indicators

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
<p>1. <i>Venture Capital Available to Manitoba – by measuring Venture Capital investments in Manitoba</i></p> <p>The aggregate amount of outstanding committed capital available to Venture Capital Partnerships is the measure and this information is collected by the department for those partnerships in which the Province of Manitoba is a stakeholder.</p>	<p>Access to venture capital in Manitoba is directly related to the competitiveness of Manitoba in attracting, developing and maintaining businesses in Manitoba. The availability of venture capital impacts job creation and growth and the attraction of professional and knowledge based workers to Manitoba. Supply of venture capital is linked to the improvement of performance of small and medium businesses.</p>	<p>As of March 31, 2000, there was \$19.6 million outstanding committed capital available to Venture Capital Partnerships</p> <p>The amount of outstanding committed capital is dependent upon a number of factors including:</p> <ol style="list-style-type: none"> <li>i. The creation of new Venture Capital Partnerships;</li> <li>ii. The amount of capital invested in any one year;</li> <li>iii. The number of managers of Venture Capital Partnerships</li> </ol>	<p>As of March 31, 2013 there was in aggregate \$5.2 million of outstanding committed capital available from the six Venture Capital Partnerships.</p>	<p>In 2011/12 there was \$84.4 million outstanding committed capital (\$87.6 million in 2010/11) available to Venture Capital Partnerships</p> <p>The amount of capital available for new investments has been declining as no new venture funds have commenced operations.</p> <p>From 1996/97 to 2012/13, approximately \$174.3 million has been invested into 78 business entities by the six Venture Capital Partnerships.</p>	<p>This measurement is limited to publicly available information; it does not track privately orchestrated venture capital financing which makes up a significant segment of this market.</p> <p>The Small Business Venture Capital Tax Credit Program (formerly the Community Enterprise Investment Tax Credit Program) was established in 2008 to encourage investors to partner with growing businesses in need of equity capital.</p>

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
<p>A Venture Capital Partnership is a pool of capital where the capital will be invested in small and medium sized businesses.</p> <p>The Province has established a third-party program, which in turn, co-invests with the private sector in these Venture Capital Partnerships</p> <p>The SBVCTC Program will assist eligible small corporations to raise new equity capital from investors. The assistance comes by providing investors with a non-refundable provincial tax credit equal to 30% of the amount the investor invests in the corporation.</p>	<p>Adequate supply of venture capital is a major contributor to economic growth and job creation in Manitoba.</p> <p>Access to venture capital is featured as a priority in Manitoba's Action Strategy for Economic Growth, Raising and Retaining Investment.</p>				<p>During 2012, seven companies were approved to issue equity of which four, in aggregate, raised \$4,460,000 from 22 Manitoba investors.</p>



<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
<p>2. <i>Capital Investment (Funded), by measuring new dollars invested in the Manitoba Industrial Opportunities Program, and total investment funding to entrepreneurs provided through the Business Start Program</i></p> <p>Under the Manitoba Industrial Opportunities Program (MIOP), the government provides term loans to assist businesses to expand in Manitoba. The loans are reserved for opportunities that create significant strategic economic benefit.</p>	<p>Access to capital promotes the retention and expansion of industry in Manitoba, strengthening the Manitoba economy. MIOP provides financing to industry that may not be available through traditional financial institutions. MIOP emphasizes job maintenance and creation as well as increasing technologically valuable industries in Manitoba. Investment in capital is featured as a priority in Manitoba's Action Strategy for Economic Growth, Raising and Retaining Investment.</p>	<p>As of March 31, 2000:</p> <ul style="list-style-type: none"> <li>- New MIOP dollars invested in the 1999/2000 fiscal year was \$10.4 million.</li> <li>- Capital investment generated by MIOP projects which includes dollars invested in capital assets, commercialization, and product development. In 1999/2000 \$21.1 million was invested in project capital.</li> </ul>	<p>Indicators include:</p> <ul style="list-style-type: none"> <li>- As at March 31, 2013 the program has 20 active loans totaling \$84.2 million under management with \$5.5 million of new loans approved in 2012/13.</li> <li>- The new loans levered \$19.1 million in additional capital, for a total Manitoba investment of \$24.6 million.</li> </ul>	<p>These trends are cyclical and can vary dramatically from year to year. They are dependent on the nature of the applications in any given year and economic cycles.</p> <p>The MIOP Program financing has leveraged \$803 million worth of private sector investment since March 31, 2000.</p>	<p>The program has experienced a slight increase in uptake in 2012/13 as Manitoba's economy experiences steady growth as it rebounds from a global recession.</p>

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
<p>The measures include the total dollars invested in active loans and the additional capital investment levered.</p> <p>Under the Business Start Program, the measure is the total investment provided to entrepreneurs starting a new business. This includes both the value of the loan provided and any additional equity leveraged.</p>	<p>The Branch's target client groups are the 84,200 active small businesses in Manitoba that make up over 97% of all businesses in Manitoba. Support to this key segment of the economy is critical to investment and job growth.</p>	<p>In 1999/00, \$677,522 was invested in the start-up businesses.</p>	<p>Business Start Program investment for 2012/13 was \$3,640,714.</p> <p>Business Start Program investment for 2011/12 was \$3,525,496.</p>	<p>Program enhancements since 2006 have resulted in an increased number and amount of Business Start Loans.</p>	

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
<p>3. <i>Jobs Created &amp; Retained</i> Under the Manitoba Industrial Opportunities Program, the government provides term loans to assist businesses to expand in Manitoba. The loans are reserved for opportunities that create significant strategic economic benefit</p>	<p>The creation and retention of jobs is important to the Manitoba economy and vital to attracting and maintaining Manitoba citizens.</p>	<p>As of March 31, 2000: The MIOP Program levered approximately 673 jobs in 1999/2000.</p>	<p>Approximately 70 jobs were supported by the MIOP Program in 2012/13.</p> <p>As at March 31, 2013 the program has 20 active loans under management, with 4,604 Manitoba full time equivalent jobs required per the loan agreements and 4,212 Manitoba full time equivalent jobs maintained by active MIOP loan clients.</p>	<p>The year to year trends are cyclical and can vary dramatically from year to year.</p> <p>Since March 31, 2000 the MIOP Program has levered approximately 8,935 jobs</p>	<p>The program has shifted focus from job creation which was important in the 1990's when Manitoba had high unemployment rates to its current focus on increasing production capacity, plant competitiveness, and job retention, now that Manitoba has strong employment rates.</p>
<p>Under the Business Start Program, jobs are created through self-employment and subsidiary job creation by new entrepreneurs.</p>		<p>The Business Start Loan Guarantee Program tracks job creation for the start-up businesses that borrow under the Program.</p> <p>In 1999/00, 72 new jobs were created.</p>	<p>Under the Business Start Program, 145 jobs were created in 2012/13 (82 full-time plus 63 part-time). This represents a 101% increase above 1999/00.</p> <p>Under the Business Start Program, 114 jobs were created in 2011/12 (71 full-time plus 43 part-time). This represents a 58% increase above 1999/00.</p>	<p>The trend in this indicator has been variable since the baseline year 1999/00.</p> <p>The number of new jobs created in a business start-up is more a function of the type of businesses receiving loans rather than the number of Business Start loans advanced.</p>	

## Employment and Income Assistance Indicators

<b>What is being measured and how?</b>	<b>Why is it important to measure this?</b>	<b>Where are we starting from? (baseline measurement)</b>	<b>What is the most recent available value for this indicator?</b>	<b>What is the trend over time for this indicator?</b>	<b>Comments/recent actions/report links</b>
4. Dependency on Income Assistance  Per cent of population (excluding First Nations people on reserve) receiving income assistance. <sup>1</sup>	A low percentage may show positive results for the provincial economy and government policies	5.4% (2001/02) <sup>2</sup>	5.1% (2012/13)	This indicator has remained largely unchanged since 2001/02.	Using the Market Basket Measure (MBM) <sup>3</sup> in 2011 (the most recent year for which data is available), 11.5 per cent of Manitobans were living in low income (excluding First Nations people on reserve). For children, the rate living in low-income families was 17.4 per cent. Since 2002, the rate of change in the per cent of children living in low income reflects a decrease of 7.9 per cent. The

<sup>1</sup> Source: 2011/12 population data from the Manitoba Health and Healthy Living Population Report; 2001/02 population data from the Manitoba Health Population Report and EIA caseload data.

<sup>2</sup> Previous Annual Reports excluded 2001/02 Municipal Assistance recipients and cited this figure as 5.2 per cent. The figure in this report (5.4 per cent) has been revised to include Municipal Assistance recipients.

<sup>3</sup> In Annual Reports released prior to 2008/09, Low-Income Cut-Offs (LICOs) were used to report on low income. MBM thresholds, used in this report, are based on the cost of a “basket of goods and services” that includes food, clothing and footwear, shelter, transportation and a range of other items, such as personal care, household equipment and supplies, telephone services, educational and recreational items and reading materials. MBM provides an advantage over using LICOs since they account for cost of living differences across Canada.

*In June 2013, Statistics Canada revised the way that the MBM is calculated (particularly shelter costs). The impact of these changes resulted in increased MBM thresholds. Consequently more people are now considered to be living in low income under the MBM. This rebasing exercise accounts for the differences in results published in previous years.*

					percentage of Manitobans living in low income increased between 2010 and 2011. Comparing provinces in 2011, Manitoba had the fourth lowest rate of all persons and the eighth lowest rate of children living in low income. Further, Manitoba had the seventh lowest incidence of low income for single-parent families.
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## Labour Market Indicators

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
5. Our contribution to meeting the evolving skills requirements of the labour market is measured by employment outcomes and participation in key training initiatives to meet labour market demand.	Skills training programs/activities are key elements in response to the increasing demand for skilled workers and continued growth of the economy. Some of the programs/activities are formal, while others are non-formal (e.g. workplace training).	<p><u>Participation in key training initiatives</u> -</p> <p>(1) 1999/00 - 3,704 active apprentices as at April 1, 1999</p> <p>(2) 1999/00 Journeyman Certification: Apprenticeship: 476 Trades Qualification: 125 Total: 601</p> <p>(3) 2006/07 - 3,035 total number of apprentices attending in-school technical training</p> <p>(4) 1999/00 - 1,296 new apprenticeship applications registered</p>	<p><u>Participation in key training initiatives</u> -</p> <p>(1) 2012/13 – 9,885 active apprentices as of March 31, 2013.</p> <p>(2) 2012/13 Journeyman Certification Apprenticeship: 1,205 Trades Qualifications: 254 Total: 1,459</p> <p>(3) 2012/13 – 4,362 total number of apprentices attending in-school technical training</p> <p>(4) 2012/13 – 2,438 new apprenticeship applications registered</p>	<p>(1) Increase in the number of active apprentices – An increase of 167% from 1999/00 to 2012/13 fiscal year.</p> <p>(2) Increase in the number of Journeyman Certificates – An increase of 143% from 1999/00 to 2012/13 fiscal year</p> <p>(3) Apprentices attending in-school technical training – An increase of 44% from 2006/07 to 2012/13 fiscal year.</p> <p>(4) New apprenticeship applications registered – An increase of 88% from 1999/00 to 2012/13 fiscal year.</p>	<p>The Apprenticeship program coordinates the training system that delivers workplace-based skills and technical training to apprentices, leading to journeyman certification in skilled trades.</p> <p>Aboriginal apprentices constitute 8% of all active apprentices in Manitoba, as of March 2013.</p>

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
		2001/02 Employment Manitoba - Skills Development Program Individuals supported: 3,733 participants.	2012/13 Employment Manitoba - Skills Development Program Individuals supported: 3,124 participants <sup>4</sup> .	Year to year – stable increase of 0.3% (3,115 participants in 2011/12)  Long term trend – decrease	Employment Manitoba Skills Development program provides financial and other supports to individuals (unemployed EI and non-EI insured individuals and low skilled employed workers) to participate in existing education and training opportunities at universities, colleges, private vocational institutions and other education/training providers.

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<sup>4</sup> Number of individuals beginning a skills development service (LMDA, LMA, or ETS appropriation) with Employment Manitoba (excluding apprentices) between April 1, 2012 and March 31, 2013. This includes participants beginning the second year of a two year program.

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
		1999/00 Industry Workforce Development 7,310 participants	2012/13 Industry Workforce Development 28,000 participants <sup>5</sup> trained/year	Increase. The number of workplace training and development participants has been on an upward trend since 1999/2000.	Industry Workforce Development provides support to industry for human resource development and workplace training through partnerships with Sector Councils, business and industry associations

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<sup>5</sup> Includes sectoral training initiatives, industry development courses and workplace essential skills training programs.



<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
6. Our contribution to meeting the evolving skills requirements of the labour market is measured by the number of individuals receiving employment services and the number of job orders posted on the Job Bank, which brings job seekers and employers together.	<p>Assisting unemployed individuals to prepare for, find and keep employment is important for the economy, for the well-being of individuals and for the communities they reside in.</p> <p>Many people make the transition from unemployment to employment without assistance. Use of employment services is a measure of how governments are helping those that do need assistance.</p>	2001/02 Job Bank Total number of job orders posted: 18,105	2012/13 Job Bank Total number of job orders posted: 22,456	<p>Long term trend - increase</p> <p>Overall between 2001/02 and 2012/13 the number of job orders posted increased by 24.0%.</p> <p>There was a year over year decrease (-27.3%) in the number of jobs posted (28,579 in 2011/12). This is stabilizing toward historical norms due to the economic recovery.</p>	As part of the Labour Market Development Agreement, the Department delivers the National Employment Services. The Job Bank, through which current job vacancies are posted on the Internet, is one of these services.

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
7. Employment services for individuals include employment needs assessment, employment/ career counseling, access to labour market and other information, job search assistance, access to computers, and other employment services.		2001/02 Employment Manitoba - Employment Services for Individuals 6 Total Clients Served: 36,333	2012/13 Employment Manitoba - Employment Services for Individuals Total Clients Served: 30,010.	Year over year - stable increase of 0.4% (29,893 total clients served in 2011/12).  The long term trend - decrease	Employment Manitoba has seen a decrease in the number of clients served which demonstrates a trend towards stable client volumes after the economic downturn.

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<sup>6</sup>All Employment Manitoba clients receive employment counselling and may receive other employment services. Number of individuals beginning an employment service with Employment Manitoba between April 1, 2012 and March 31, 2013. This includes participants beginning the second year of a two year program.

## Trade Indicators

<b><i>What is being measured and how?</i></b>	<b><i>Why is it important to measure this?</i></b>	<b><i>Where are we starting from? (baseline measurement)</i></b>	<b><i>What is the most recent available value for this indicator?</i></b>	<b><i>What is the trend over time for this indicator?</i></b>	<b><i>Comments/recent actions/report links</i></b>
8. We are measuring the export readiness of Manitoba companies by tracking the number of companies that are potential, preparing and/or active exporters.	A key for Manitoba companies to remain competitive in a competitive global market and to grow is the ability to access new markets. In order to access new markets companies must understand business cultures within those markets and develop in-market contacts/clients.	In the 2011/12 fiscal year, Manitoba Trade and Investment worked with 410 Manitoba companies to explore and/or expand exports to markets outside of Manitoba.	In 2012/13, Manitoba Trade and Investment supported 464 Manitoba companies to explore and/or expand exports to markets outside Manitoba.	The trend over time indicates that Manitoba companies continue to be aware of the importance of exporting and are exploring new export opportunities. 2012/13 saw an increase in the number of companies assisted, up from 410 in 2011/12.	Manitoba Trade's 2012/13 company database lists 1,876 companies that are active and/or interested in exporting out of a total listing of over 5,000 companies.

**The Public Interest Disclosure (Whistleblower Protection) Act**

The Public Interest Disclosure (Whistleblower Protection) Act came into effect in April 2007. This law gives employees a clear process for disclosing concerns about significant and serious matters (wrongdoing) in the Manitoba public service, and strengthens protection from reprisal. The Act builds on protections already in place under other statutes, as well as collective bargaining rights, policies, practices and processes in the Manitoba public service.

Wrongdoing under the Act may be: contravention of federal or provincial legislation; an act or omission that endangers public safety, public health or the environment; gross mismanagement; or, knowingly directing or counseling a person to commit a wrongdoing. The Act is not intended to deal with routine operational or administrative matters.

A disclosure made by an employee in good faith, in accordance with the Act, and with a reasonable belief that wrongdoing has been or is about to be committed is considered to be a disclosure under the Act, whether or not the subject matter constitutes wrongdoing. All disclosures receive careful and thorough review to determine if action is required under the Act, and must be reported in a department's annual report in accordance with Section 18 of the Act.

The following is a summary of disclosures received by Manitoba Entrepreneurship, Training and Trade for fiscal year 2012-2013:

<b>Information Required Annually (per Section 18 of The Act)</b>	<b>Fiscal Year 2012-2013</b>
The number of disclosures received, and the number acted on and not acted on. <i>Subsection 18(2)(a)</i>	<b>NIL</b>
The number of investigations commenced as a result of a disclosure. <i>Subsection 18(2)(b)</i>	<b>NIL</b>
In the case of an investigation that results in a finding of wrongdoing, a description of the wrongdoing and any recommendations or corrective actions taken in relation to the wrongdoing, or the reasons why no corrective action was taken. <i>Subsection 18(2)(c)</i>	<b>NIL</b>

## **APPENDIX A**

### **ASSOCIATED AGENCIES, BOARDS, COMMISSIONS and COUNCILS**

#### **THE ADVISORY COUNCIL ON WORKFORCE DEVELOPMENT**

The role of the advisory council is to consult with sector councils and provide information and advice to the minister about workforce trends, and about initiatives, policies and strategies for developing Manitoba's workforce.

#### **THE APPRENTICESHIP AND TRADES QUALIFICATIONS BOARD**

The Apprenticeship and Trades Qualifications Board provides a governance and leadership role within its advisory mandate to coordinate a relevant, accessible and responsive apprenticeship and certification system in Manitoba. The Board's governance role involves responsibility for the development of an annual strategic plan based on consultations with stakeholders to identify and provide leadership on issues that have an impact on the apprenticeship system as a whole. The Board tables an annual report under separate cover with the Manitoba legislature.

#### **THE MANITOBA DEVELOPMENT CORPORATION**

The Manitoba Development Corporation (MDC) provides loans and loan guarantees under Part 2, The Development Corporation Act. MDC tables its annual financial statements under separate cover with the Manitoba Legislature.

#### **THE MANITOBA TRADE AND INVESTMENT CORPORATION**

The Manitoba Trade and Investment Corporation (MTIC) is a provincial agency of Manitoba Competitiveness, Training and Trade. As an administrative mechanism, the Corporation supports the economic priority of building the Manitoba economy through increased exports and industry investment. The Corporation facilitates cost-sharing partnerships for specific projects and provides administrative support for missions by collecting revenues and paying related expenditures. The Corporation tables an annual report under separate cover with the Manitoba legislature.

#### **THE PROVINCIAL TRADE ADVISORY COMMITTEES (PTACs)**

The Apprenticeship and Trades Qualifications Board appoints Provincial Trade Advisory Committees (PTACs). The PTACs provide recommendations to the Board respecting trade regulations, training standards, examinations and certification standards.

## APPENDIX B

### FINANCIAL INFORMATION

Entrepreneurship, Training and Trade  
**Summary of Business Assistance**  
2012-2013 Fiscal Year

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GRANT ASSISTANCE – SMALL BUSINESS DEVELOPMENT	60,000
GRANT ASSISTANCE – COMMERCIALIZATION SUPPORT FOR BUSINESS	<u>3,482,355</u>
	<b><u>\$ 3,542,3</u></b>

## APPENDIX C

### FINANCIAL INFORMATION

Entrepreneurship, Training and Trade  
**Listing of Business Assistance**  
2012-2013 Fiscal Year

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#### COMMERCIALIZATION SUPPORT FOR BUSINESS PROGRAM

6225322 Manitoba Inc.	200,000
Agronomix Software Inc.	4,796
AMP Diapers	663
Andreanne Designs Inc	5,179
Aquarian	13,772
Aquaventronics	15,376
Auto-Mic Machining Ltd.	3,750
BCC (incubator)	200,000
Beardsell Guitars	225
Bio Chambers Incorporated	17,561
Blue Diamond Technologies Waste...	7,450
Blueberry Hill Books	2,604
Botanical PaperWorks	2,473
Breasante	5,631
Canadian Propeller Ltd.	4,399
CES	6,441
Cremerie Notre Dame Creamery Ltd.	8,288
Cubresa	55,682
Drinkme Beverages	7,113
Ecolicious Equestrian Inc.	760
Emerge Knowledge Design Inc.	3,915
Emotion Media Inc.	58,790
ERLPhase Power Technologies	38,294
Erosion Control Blanket	1,952
Faithbuddy Inc.	12,256
Flatland Software	4,568
Genki Bar Foods Inc.	13,704
Gorko Systems	19,425
HD-Petroleum	75,000
Heartland International English School	5,059
HiQual Engineered Structures	729
ICTAM	100,000
Intelligent Hospital Systems	200,000
Joist Inc	5,000

## FINANCIAL INFORMATION - Continued

### Entrepreneurship, Training and Trade Listing of Business Assistance 2012-2013 Fiscal Year

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K9 Pro Wear	422
Kane Biotech Inc	5,871
Las Salsas Corp	21,174
LSAM	100,000
MAHRN	70,000
Marsala Biotech	150,854
MB Innovation Council	250,000
Meal Metrics	10,000
Medicure	200,000
Micro Tool & Machine	10,000
Miraculins Inc	127,263
Neovation Corporation	5,072
NMM	25,000
Novid Inc	24,164
Olen Cosmetics Corporation	472
Onyx Group	2,050
Palumbo Foods	561
Passrules Canadian Security	48,750
PO-MO Inc	8,879
Prairie Global Management	1,016
Prairie Pulp & Paper	126,207
Protegreia	50,000
Quadro Design	1,725
Reliable Tire Recycling	678
Seccuris Inc	50,000
Shoal Lake Wild Rice	11,875
Solara Remote Data Solutions	25,515
Solberry Inc.	22,652
Sosie Foods	1,028
SteelTech Inc	15,000
StressVest Inc.	22,545
Sunflower Organics	7,175
Sunshine Records Ltd.	1,016
tabl'eau Filtered Water GP Inc.	4,638
Tasty Tidbits Gourmet Foods	4,363
TBC Canada	22,606
The Eureka Project	200,000



**FINANCIAL INFORMATION - Continued****Entrepreneurship, Training and Trade  
Listing of Business Assistance  
2012-2013 Fiscal Year**

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The Onyx Group	2,500
The Slingsisters Inc.	4,774
TR Labs	480,000
Trent Coroy	15,000
Trim to Trim	57,500
Ultimate Music Theory	3,841
Wendell Estate	1,230
White Magic Robotics	5,000
Whiteshell Dairy Foods Ltd	116,562
XiteBio Technologies	42,977
YOMM Beverages	14,881
YST	7,751
ZenFri	913
	<hr/>
	\$3,482,355

**SMALL BUSINESS DEVELOPMENT**

Manitoba Marketing Network Inc	\$60,000
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