

**From:** Cathie Clement <clement@wecm.ca>

**Sent:** Tuesday, November 20, 2018 1:05 PM

**To:** [REDACTED]

**Cc:** wd.engage-mobilisation.deo@canada.ca; Cathie Clement <clement@wecm.ca>; WEI - Manitoba Women's Enterprise Centre <saltner@wecm.ca>

**Subject:** RE: Western Canada Growth Strategy round table results

Hi [REDACTED],

Attached is our report and I am also copying the email address provided on the submission guide. Please let me know if you need anything else from us.

Regards,

Cathie Clement

Client Services and Office Coordinator

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*Watch this [short video](#) to see how the Women's Enterprise Centre of Manitoba can assist you.*

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**Event Date:** October 30, 2018, 1:30–2:30 pm

**Event Location:** 207 Donald Street, Winnipeg MB

**Your Name and Organization:** Sandra Altner, Women's Enterprise Centre of Manitoba

**Sector:** Business, Community

**Number of Participants:** 9

**1. What does a stronger western Canadian economy look like?**

- more women involved in technology business – economically having women in business is good for business, encouraging female founders, help women to expand and grow and hire people – hard look at diversifying from fossil fuels, climate change impacts – food sciences, ag, and other industries we are good at, how we can innovate – diversity that aspect of the economy
- lessen gap between middle class and impoverished
- more people start businesses; large corps are downsizing – people looking to get into something new and grow in different ways than the large corp
- technology – greater participation of women, more female founders and approach to how they operate and leverage human resource – women led business focus on ways to engage their staff in more meaningful ways – different position with childcare, balancing family responsibilities with entrepreneurship
- technology – evens playing field in rural/non city markets
- huge gaps in connectivity – access for more remote areas – spur on indigenous involvement or stay on the farm if the connectivity is there
- A stronger Western Canadian economy will focus on equitable rates of participation across gender, nationality and geographic location. Indigenous peoples, women, and rural citizens will have equal access to connectivity (cell phone service and high speed internet), equal representation in STEM fields, and representation within positions of power. Our economy will be strong in its diversity, relying less on resource extraction, and engaging more with our greatest asset: young–entrepreneurs, particularly young Indigenous entrepreneurs. Economic growth strategies will always begin with early, authentic, and culturally–appropriate consultations with Indigenous communities. This consultation and co–ownership shall continue into fruition. The process will be especially important for initiatives that involve

use of traditional, ancestral and ceremonial lands. Rural areas will have become empowered through self-employment options, programs and resources. Youth will be educated and interested in the employment opportunities that exist in rural areas and see communities start to grow rather than show signs of decline

- dependent on government jobs - conservation, RCMP, Manitoba Hydro being taken out of the small communities - less dependent on those types of things
- *McKinsey Report* - lack of gender parity catch up rate 180 years, why that is, long road, potential in that sector to add millions - increase GDP by 20% giving women a chance to level the playing field - what we strive to do here - so much changed in the last 10 years, exponential - what exists now won't be there in 10 years - service based - real need for education, changes in mindset, more than one career, need to start at educational level - so much needed to change up north to allow this and be connected to the rest of the world
- big change in last 10 years, women in tech hasn't changed
- women to grow in getting into business obstacles alleviated in the child-care arena - family obligations holding them back
- structure needs to change and with family partnership - women do 60% - men aren't supported so much when they have to pick up a sick child
- different work styles make it difficult for entrepreneurs re family life
- honour women who do want to be entrepreneurs - season, limited - not just put a female into a suit
- in agriculture community have to do something by a certain time, but need to examine the circumstances

## **2. What are the best ways to spur new growth in western Canada?**

- negative point - call out for applications that you can't put qualifications/limitations - some open-mindedness to non-traditional approaches - programs in rural - access to capital for all
- already redefining what work looks like - needs to be supported by tax policies, child care, more attention to flexibility, rest of supports need to catch up - work 9-5 makes no sense to her, entrepreneurial sorts realize that work takes different forms - need policy changes to support
- tax and govt stepping in - current govt been doing negative things, penalized if putting money into retirement - giving up pensions, EI benefits, big need for that to spur the new growth

- programs to help spur new growth, help everyone grow, not just entrepreneurs, ambassadors and champions identifying needs and matching/repurposing to growth as a whole – holistic approach
- redefine innovation – not specifically about technology – no supports or recognition – recognition of fact in 10 years 80% of population in north America
  - no systems in place to support professional self-employment – need programs to teach population regarding what work will be
- immigration will be important – hard to get people here – complicated regulations, make it easy to bring individuals and families – need venture capital and even tougher if you are a woman
- foster and nurture investible companies – what are we doing to attract investments
- we want to work with ICTAM on that
- get away from labels – anybody a carpenter, education, role models
- engineering and science parity,
- in India, engineers are seen as community builders – build water treatment plan, make the community better – how we define value – not women can be, what is the value
- living in patriarchy – money will not help WD make those changes – education can change some of those models,

### **3. What will help the indigenous economy to grow?**

- mandated teachings around culture and more sensitivity training – didn't learn anything in school about real Canadian history – govt should be asking indigenous peoples what would help and then listen
- recommendations will come from indigenous entrepreneurs – they know what they need
- have good success stories that could be used to encourage others – toot their own horns in the community to grow as well
- connectivity – sporadic access to internet – what are technical issues – money – broadband – erect more towers – fire in community of 700 people recently, farmers were bringing in their spray tanks from the field – cell phones kept dropping – crystal city – everyone used to have a landline – put that emphasis on cellular coverage for everyone – if Bell/MTS pays for tower, who gets to use it
- return on investment
- add up dollars used to do indigenous projects– put toward connectivity

- trying to solve problem with children being behind academically – staggering – indigenous community having the worst numbers – important to give that population access to education – holistic
- economic growth requires investment in the social base

#### **4. How can we improve economic participation in the west of other underrepresented women, youth and new immigrants?**

- Participation of underrepresented groups in the West will be improved by proactive, youth-focused strategies. Information about entrepreneurship should be integrated into public school curriculums from grade 4–12. Post-secondary will offer an accredited business start diploma which will become an invaluable support of training, resources and any necessary supports to reduce barriers for underrepresented groups. Young people, especially in rural communities, need to understand how to create the jobs they want so that unemployment rates drop and rural economies become revitalized. Additionally, economic participation is only possible when barriers to participation are addressed. In order to help women participate on a wider scale the following should be implemented: policies and practices that contribute to safe workplaces, free and widely accessible childcare options—especially in rural communities, a living wage rather than minimum wage to ensure that single parents have equitable access to work that covers their family’s financial needs, an intersectional approach to program and policy development should: take into consideration access to participation for people of various ages, abilities, those with different levels of access to capital, those in urban/rural/remote locations, those who may be marginalized by their identity markers: gender, sexuality, cultural and religious practices, etc. and people of colour and Indigenous people. Finally, the differences in types of communities across the West need to be acknowledged during policy development: what works in urban British Columbia is unlikely to have the same success in rural Manitoba. Strategies need to be developed to help youth navigate moves into and out of these spaces successfully so that they feel welcome to participate within any community that they become part of.
- calm IT – takes new Canadians and teaches basic tech that don’t require consumer facing so they have more opportunities
- language skills, just not necessarily English
- youth – working from bottom up – thinking entrepreneurial, entrepreneurial youth camp on how to set up a business

- sadly missing in our education system – look at life as an entrepreneur, so individuals could think about what they could be
- could connect to school curriculum
- identify strengths of various sectors, educate and inform the rest of us to find companies to capitalize on – see the uniqueness of each group – not expecting a female to fit into the cookie cutter that a man has – how do we find, educate and empower
- forum where someone from Loewen windows – like women who are more detail oriented – recognize skills that could be brought
- when is it sexist and when is it diverse – not great if everyone is the same, need special skills
- when does political correctness cut us off at the knees
- sister is electrical technologist – attention to detail made her wanted on every crew – incentivize aptitude not necessarily a woman
- force people, incentivize, explain, penalty
- incentivize, supplier diversity programs, for variety of individuals distribution systems – spend less time trying to fit in, leverage our unique specialties – where the network exists
- hired women because that was what was in their community and now they are being celebrated for something that was a necessity

**5. How can governments, industry and western Canadians work together to grow the regional economy?**

- Utilize the national Community Futures Program (267 offices across Canada) to provide a means of two-way communication between the federal government and local communities. The CF Program is already working, in many instances, on grassroots responses to the challenges facing Western Canadian economic growth, increase their capacity to do this work effectively through adequate funding and access to the tools required. Additionally, the CF Program could deliver and evaluate federal strategies throughout the West, including in the most rural and remote communities.
- Integrated efforts, across sectors, could be implemented in the following ways:
  - School programming focused on entrepreneurialism and financial literacy
  - Expansion into utilizing the post-secondary institutions to deliver a grass roots accredited Business Start program that provides our future entrepreneurs the tools to start a business and be able to stay in business
  - Emergency response measures are particularly important as we see climate

change having real and damaging impacts on our communities. Measures must include plans for revitalizing local businesses and continuing to support local entrepreneurs – what does this mean?

- All sectors must become more culturally competent and contribute to strategies that are inherently culturally aware and appropriate
- The Brain-Drain (especially in rural communities) must be addressed. Our best and brightest are being pulled in many directions– the West needs to ensure that we are in a position to offer competitive opportunities so that people stay and home and contribute to growth here. A piece of this may include return home to work or stay at home to work incentives for recent grads.
- The West should also be focused on our agricultural roots. Many farms are forced to expand exponentially to compete with factory farming outputs. Our economic landscape must include space for small family farms. Initiatives toward Green technology and organic/non-GMO farming practices should include farmers in the planning process to ensure that the recommendations and subsequent support measures are useful. Additionally, we should see the agricultural industry and rural communities strategize on opportunities that will economically benefit the rural communities rather than the benefits leaning towards the more urban centers.
- women in tech, status of women, various groups – money spread so thin because they are only getting little bits each – work together – association that represents industry – give to one organization that is bound to work with others
- little bits of money aren't effective – difficult for tiny groups to move the dial – better collaboration
- changing priorities happens often, so it is difficult to focus on one particular issue
- as funded organizations, they don't care about a priority after 3 years
- funding is over about the time you understand what you are doing
- considering success as more than the number, social impact, always jobs created, businesses created, number of clients served –
- re-evaluate the metrics
- ROE – interesting to bring to WD attention – outcomes – any kind of metric would make sense on how it – return on expectations
- Where are the real engines – is there something that no one is thinking of here, change here that would make us the centre
- Etoile – infrastructure – if costs of living becomes prohibitive to taking changes – access to education play a role in how we build our lives and how we innovate is driven by that

- SkiptheDishes - went to Brazil for group, rewrote what they understood to create better handbook - what do we do to encourage immigration
- idea of openness - what does it look like, alliance, working team, indigenous, how do we measure what went well - truth and reconciliation around business and industry
- millions of dollars for reports
- industry economy, not people
- ask people and listen to them - top down at this point, we are boots on the ground, easier to see what knowledge and expertise is available