

Entrepreneurship, Training and Trade

Entreprenariat, Formation professionnelle et Commerce

**Annual Report
2010 - 2011**

**Rapport annuel
2010 - 2011**



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, 2011.

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 l'Entrepreneuriat, Formation professionnelle et Commerce pour l'exercice se terminant le 31 mars 2011.

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
www.gov.mb.ca

Dear Minister:

We have the honour of presenting the Annual Report for the Department of Entrepreneurship, Training and Trade for the period April 1, 2010 to March 31, 2011.

The activities and efforts undertaken by the department with our industry partners support our vision of Manitoba being a Province that is prosperous and influential within a united Canada and within a changing world. Working towards Manitoba's vision, we are pleased to profile a few outcomes achieved in 2010-2011:

Manitoba Bureau of Statistics directed the development of a set of materials for a comprehensive Public Awareness Campaign to encourage every Manitoba household to complete the 2011 Census and National Household Survey forms.

The Department continues to encourage manufacturers wishing to become globally competitive through support, under the Canada-Manitoba Economic Partnership Agreement, to the Manitoba division of Canadian Manufacturers and Exporters, for the implementation of its new *Manufacturing Centre of Excellence* initiative.

The Department championed the successful development of a year-round aerospace engine testing and certification facility specializing in engine icing, which opened in Thompson, 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).

The Canada/Manitoba Business Service Centre (C/MBSC) responded to approximately 30,000 walk-in/phone business and trade-related inquiries and hosted approximately 12,000 client interactions during the year. In addition, the C/MBSC delivered 190 business and trade related seminars and workshops to approximately 4,200 participants in Winnipeg and throughout all regions of Manitoba. During the year, 159 business related seminars were broadcasted to approximately 1,400 participants via E-Learning Network's video conferencing medium. Approximately 750 participants attended the 35 three-day Business Planning Workshops conducted throughout Manitoba.

The Department collaborated with other government and private sector organizations to enhance the delivery of programs, services and information to businesses and individuals, including developing new online services, implementing BizPaL in 25 additional communities and establishing Business Gateways in four additional locations.

The Labour Market Skills Division (LMSD) provided employment-related programs and services to approximately 42,000 new and existing clients in 2010/11. Of these, nearly 12,000 were sponsored in skills development opportunities linked to local labour market requirements. In addition LMSD provided training and workforce development services to over 23,400 participants and assisted over 100 small and medium-sized enterprises requiring comprehensive solutions to human resource management issues.

Proclaimed on April 1, 2010, The Apprenticeship and Certification Act (Act) is designed to enhance the apprenticeship and certification system in Manitoba, and was developed in response to work done by the Apprenticeship Futures Commission (AFC) to give the Apprenticeship and Certification Board a clear mandate to guide and coordinate relevant, accessible, and responsive apprenticeship training in Manitoba.

An Integrated Service Delivery System working group submitted a final report that has resulted in more efficient qualifications recognition and service delivery for immigrant clients. Apprenticeship Manitoba and

the Trades Bridge Program is partnering with Human Resources and Skills Development Canada on the Workplace Integration of Skilled Newcomers in Trades.

The Department organized successful Premier-led missions to China, the Philippines, Israel, Washington D.C. and Illinois. The Department also coordinated Manitoba's participation in a number of important international events such as the Western Governors' Association meeting, the South-Eastern U.S. States-Canadian Provinces Alliance meeting, the Legislators' Forum, and the Midwestern Legislative Conference.

The Department successfully organized a visit to Manitoba by Her Majesty The Queen and The Duke of Edinburgh and also a gathering of all provincial and territorial premiers at the Council of the Federation.

The Business Immigration and Investment Branch successfully facilitated the arrival of 260 business immigrants, 598 dependant family members and over \$13 Million in initial investments in 67 businesses.

Manitoba's foreign merchandise exports to non-US markets increased 7.7% from 2009 to 2010. As a percentage total foreign market exports, Manitoba's non-US grew from 32.4% in 2009 to 36.4% in 2010. In 2010/2011, Manitoba Trade worked with over 400 Manitoba companies and organizations seeking to expand their international activities and diversify their exports to new markets and within existing markets.

The department will continue to undertake initiatives and strategic planning that will contribute to the success of Manitoba business expansion, job growth and investment.

Respectfully submitted,

Respectfully submitted,

Original Signed by

Original Signed by

Hugh Eliasson
Deputy Minister of
Entrepreneurship, Training and Trade

Jim Eldridge
A/Deputy Minister of
Federal/Provincial and International Relations



Entrepreneuriat, Formation professionnelle et Commerce

Le sous-ministre
Palais législatif, Winnipeg (Manitoba) R3C 0V8
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M. 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^{er} avril 2010 au 31 mars 2011.

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 bref aperçu de quelques-unes des réalisations du ministère qui, au cours de l'exercice 2010-2011, ont contribué à notre vision pour le Manitoba :

Le Bureau des statistiques du Manitoba a dirigé l'élaboration d'un ensemble de documents pour une vaste campagne d'information publique afin d'encourager tous les ménages manitobains à remplir les questionnaires du Recensement de 2011 et de l'Enquête nationale auprès des ménages.

Le ministère continue d'encourager les fabricants qui visent à devenir concurrentiels sur les marchés mondiaux en appuyant la section manitobaine de l'association Manufacturiers et Exportateurs Canada, dans le cadre de l'Entente de partenariat Canada-Manitoba pour le développement économique de l'Ouest, pour la mise en œuvre de sa nouvelle initiative Manufacturing Centre of Excellence.

Le ministère a favorisé la création réussie d'un centre d'essai et de certification de moteurs aérospatiaux spécialisé dans les conditions de givrage. Le centre, situé à Thompson, a ouvert ses portes en octobre 2010 et est en activité toute l'année. Il accueille le Global Aerospace Centre for Icing and Environmental Research (GLACIER) et appuie aussi le centre sans but lucratif Environmental Test, Research, and Education Center (EnviroTREC).

Le Centre de services aux entreprises Canada-Manitoba a répondu à quelque 30 000 demandes en personne ou par téléphone touchant les entreprises et le commerce, et a été en rapport avec quelque 12 000 clients au cours de l'année. De plus, le Centre a présenté 190 séminaires et ateliers sur les affaires et le commerce auxquels ont assisté environ 4 200 participants à Winnipeg et dans toutes les régions du Manitoba. Au cours de l'année, le système de vidéoconférence du réseau d'apprentissage en ligne a diffusé 159 séminaires sur les affaires suivis par quelque 1 400 personnes. Environ 750 personnes ont participé aux 35 ateliers de planification d'entreprise d'une durée de trois jours organisés dans tout le Manitoba.

Le ministère a collaboré avec d'autres organismes gouvernementaux et du secteur privé afin d'améliorer l'offre de programmes, de services et de renseignements aux entreprises et aux particuliers, notamment en mettant en place de nouveaux services en ligne, en étendant le service PerLE à 25 collectivités additionnelles et en établissant des sites de Passerelle des entreprises dans quatre collectivités additionnelles.

La Division des compétences sur le marché du travail du ministère a offert des programmes et des services relatifs à l'emploi à près de 42 000 clients, nouveaux ou existants, au cours de l'exercice 2010-2011. Plus de 12 000 d'entre eux ont été parrainés afin de profiter d'occasions de développement des compétences liées aux exigences du marché du travail local. De plus, la Division a fourni des services de

formation et de développement de la main-d'œuvre à plus de 23 400 participants et a aidé plus de 100 petites et moyennes entreprises nécessitant des solutions exhaustives à des questions de gestion des ressources humaines.

Proclamée le 1er avril 2010, la Loi sur l'apprentissage et la reconnaissance professionnelle a pour objectif d'améliorer le régime d'apprentissage et de reconnaissance professionnelle au Manitoba. La Loi a été élaborée en réponse au travail de la Commission sur l'avenir de l'apprentissage afin de donner à la Commission de l'apprentissage et de la reconnaissance professionnelle le mandat clair de guider et de coordonner au Manitoba un régime de formation en apprentissage et de reconnaissance professionnelle pertinent, accessible et souple.

Un groupe de travail du système de prestation intégrée des services a remis un rapport final qui a entraîné une reconnaissance des compétences et une prestation de services plus efficaces pour les clients immigrants. Apprentissage Manitoba et le programme Trades Bridge se sont associés à Ressources humaines et Développement des compétences Canada dans le cadre du programme Workplace Integration of Skilled Newcomers in the Trades.

Le ministère a organisé des missions réussies dirigées par le premier ministre du Manitoba en Chine, aux Philippines et en Israël, ainsi qu'aux États-Unis à Washington et dans l'Illinois. Le ministère a également coordonné la participation de la Province à un certain nombre d'événements internationaux dont la rencontre de la Western Governors' Association, la rencontre de l'Alliance des États du Sud-Est des États Unis et des provinces canadiennes, le Legislators' Forum et la réunion des Représentants des corps législatifs du Midwest.

Le ministère a organisé avec succès une visite de Sa Majesté la reine et de Son Altesse Royale le duc d'Édimbourg au Manitoba, et a aussi accueilli les premiers ministres de tous les territoires et provinces à une réunion du Conseil de la fédération.

La Direction de l'immigration des investisseurs et des entrepreneurs a facilité l'arrivée au Manitoba de 260 gens d'affaires immigrants et de 598 personnes à charge. Les nouveaux venus ont effectué plus de 13 millions de dollars d'investissements initiaux dans 67 entreprises.

Entre 2009 et 2010, les exportations de marchandises du Manitoba vers des pays autres que les États-Unis ont augmenté de 7,7 %. En tant que pourcentage des exportations du Manitoba vers les marchés étrangers, les exportations vers les pays autres que les États-Unis ont augmenté pour passer de 32,4 % en 2009 à 36,4 % en 2010. Pendant l'exercice 2010-2011, Commerce et investissement Manitoba a travaillé avec plus de 400 entreprises et organismes manitobains cherchant à étendre leurs activités internationales et à diversifier leurs exportations vers les marchés existants et vers de nouveaux marchés.

Le ministère continuera de lancer des initiatives et de procéder à une planification stratégique de manière à contribuer au succès du développement des entreprises, de la croissance de l'emploi et des investissements au Manitoba.

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

Le sous-ministre de l'Entreprenariat,
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

Manitoba
vibrant d'énergie

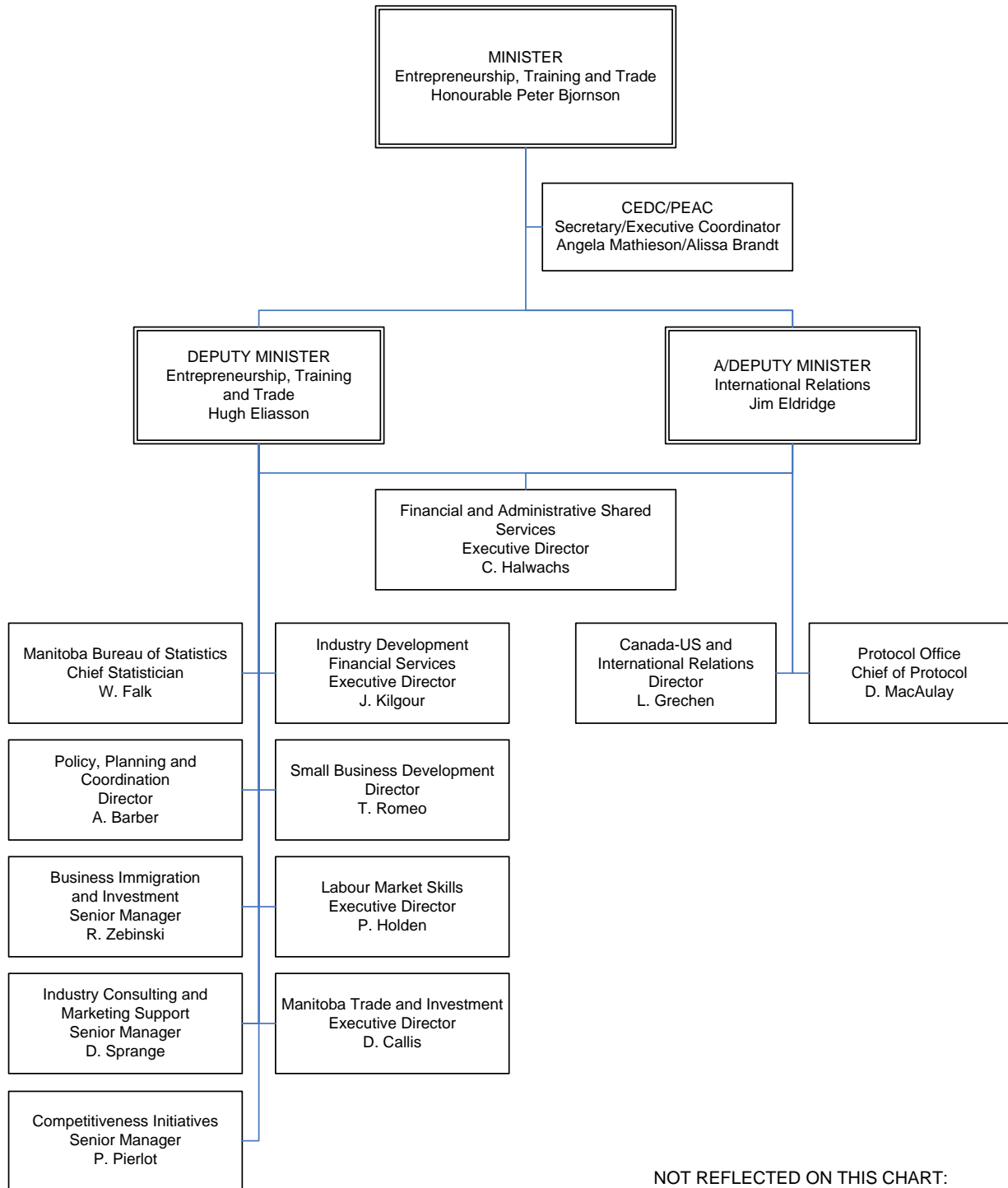
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**ENTREPRENEURSHIP, TRAINING AND TRADE
ORGANIZATION CHART
As at March 31, 2011**



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 Minister of Entrepreneurship, Training and Trade is responsible for the following:

The Advisory Council on Workforce Development Act	A 6.5
The Apprenticeship and Trades Qualifications Act.....	A 110
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 Electronic Commerce and Information Act (except Part 5).....	E 55
The Franchises Act.....	F 156
The Labour-Sponsored Venture Capital Corporations Act [Part 2, and sections 16 to 18 as they relate to Part 2].....	L 12
The Department of Labour and Immigration Act [as it applies to certain training programs].....	L 20
The Statistics Act.....	S 205
The Manitoba Trade and Investment Corporation Act.....	T 125

As per Order-In-Council 288/2010

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 2010/11 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: *A Province that is prosperous and influential within a united Canada and within a changing world.*

In support of the Vision, **Manitoba Entrepreneurship, Training and Trade's MISSION STATEMENT is to advance Manitoba's strategic interests outside our borders by:**

- Promoting a sustainable, equitable, and united federation;**
- Encouraging trade, investment, and internationalization;**
- Fostering effective international relations.**

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.

THE LABOUR MARKET SKILLS DIVISION (LMSD) has lead responsibility for labour market programming in the provincial government. LMSD's mandate is to develop a skilled and sustainable workforce for Manitoba. The Division designs and implements a broad range of labour market programs and services and works with individuals, employers and communities to help develop and apply needed skills, assists individuals in defining and achieving their employment goals by delivering programs, services and resources directly and by partnering with community stakeholders; Partners with industry to designate trades, register apprentices and develop trade regulations. Establishes training and certification standards that meet provincial and inter-provincial requirements for trades' certification. Develops partnerships with training providers to implement and deliver training programs. Provides certification and maintains records of apprentices and certified trades persons through the Technical-Vocational Initiative provides Manitobans with a comprehensive continuum of technical-vocational education and skills development pathways that are universally accessible, seamless across education levels, and synchronized with labour market needs. Creates partnerships with industry to identify human resource/training needs and developing effective strategies to meet those needs. Collaborates with industry to leverage funds and increase investments in industry wide training to support competitiveness and growth within strategic sectors in the provincial economy. Co-ordinates initiatives to support the labour force development of small and medium-sized enterprises: develops, co-ordinates and cost-shares workplace related essential skills training and industry-based recognition of prior learning projects, in cooperation with industry and labour,

COMMUNITY AND ECONOMIC DEVELOPMENT DIVISION provides analytical expertise and administrative support to the Community Economic Development Committee of Cabinet; co-ordinates all major government initiatives relating to community and economic development in the province; provides advice and support in the on-going development of Manitoba's economic strategy including identifying priorities, solicits community input and assists in formulating policy and recommendations.

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 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Minister's Salary	37	1.00	37	-	
Total Expenditures	37	1.00	37	-	

10-1(b) Executive Support

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	573	8.00	562	11	
Total Other Expenditures	71		73	(2)	
Total Expenditures	644	8.00	635	9	

FINANCIAL AND ADMINISTRATIVE SERVICES

Financial and Administrative Services is comprised of three primary components; Finance and Administration, Human Resource Services 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.

Human Resource Management

Effective March 1, 2010 the Government of Manitoba realigned responsibility for the delivery of human resource services and the associated staff to the Civil Service Commission, with the goal to improve service delivery to all departments and employees. For additional information on this realignment, see the Civil Service Commission's 2010/11 Annual Report

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 French Language services;
- 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 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	1,539	15.00	1,503	36	
Total Other Expenditures	356		402	(46)	
Less: Recoverable from Innovation, Energy and Mines	(150)		(150)	-	
Total Expenditures	1,745	15.00	1,755	(10)	

POLICY, PLANNING AND COORDINATION

OBJECTIVES

Policy, Planning and Coordination's objective is to provide 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, 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 2010/2011, the Branch engaged Manitoba Departments, regulatory authorities and stakeholders to implement the Labour Mobility Chapter of the AIT, including the extension of this Chapter to include financial services occupations. 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 2010/2011, the Branch served as Manitoba's Chief Negotiator in negotiations towards a comprehensive economic partnership with the European Union, negotiations toward a comprehensive trade agreement with India and continued efforts to expand on Canada's 2010 agreement with the US on government procurement.

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 included: production of electronic and printed career and labour market information products such as *Manitoba Job Futures* and *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, sector organizations, employment practitioners, employment counsellors and career symposia.

The Department of Entrepreneurship, Training and Trade act as lead department in Manitoba for activities under the Pan-Canadian Framework for the Assessment and Recognition of Foreign Qualifications. In 2010/2011, the Branch worked in conjunction with the Department of Labour and Immigration to coordinate Manitoba's interdepartmental efforts to develop a principles-based framework for assessment and recognition of foreign qualifications for priority occupations under the Framework and to share national co-chair responsibilities with the Federal Government on this Pan-Canadian initiative.

The Branch provides policy advice and support to economic development initiatives including: Provincial Small Business policy service improvements, and support to Community and Aboriginal Economic Development strategic priorities.

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	752	10.00	844	(31)	
Total Other Expenditures	213		241	(24)	
Total Expenditures	965	10.00	1,085	(55)	

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 development, 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. Preliminary economic growth estimates for 2010 were prepared at the end of March 2011. MBS also maintained a historical graphical and table review of the Manitoba economy, including industrial sectors, for the years 1981-2009.

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 presently conducting research on developing population estimates at the community level (e.g. Brandon, Steinbach, Thompson). In April 2010 MBS' population projections for Manitoba as a whole and the 8 economic regions were disseminated for the years 2006 to 2041. Updating of First Nations, Métis population and Labour Market projections are currently underway.

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 service totalled 9 (3 Manitoba government, 2 federal government and 4 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 Competitiveness, Training and Trade - Trade Statistics Database; International Education Branch of Federal-Provincial and International Relations - Survey of International Students, Workforce Skills Survey of the Non-profit Health and Social Services Sector. . New in 2010 was a pilot Labour Market Conditions Survey of the leadership of the various Sector Councils in Manitoba. These evaluative survey results will be used to finalized the questionnaire for a Sector Council business online survey in October 2011.

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.

2011 Census and the National Household Survey - MBS has developed, in association with the Information Services Manitoba, a Manitoba wide public awareness campaign to promote the importance of all Manitobans completing the 2011 Census and the associated National Household Survey being conducted in May and June 2011. For every person ultimately missed in the Census, Manitoba losses \$40,000 in federal transfer payments.

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	750	11.00	818	(68)	
Total Other Expenditures	429		393	36	
Less: Recoverable from Other Appropriations	(67)		(60)	(7)	
Total Expenditures	1,137	11.00	961	(39)	

BUSINESS SERVICES

INDUSTRY DEVELOPMENT - FINANCIAL SERVICES

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; and
- 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. Favourable 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, 2011 the MIOP Program has approved loans totaling \$232 million for 46 business expansion projects, program financing has levered \$791 million worth of private sector investment and approximately 8,837 jobs. In 2010/11, the Branch had \$2.3 million of new loans approved, which levered \$5.3 million of new private sector investments. As at March 31, 2011, the program has 20 active loans totaling \$87.9 million under management, with 5,477 Manitoba full time equivalent jobs required and 5,158 Manitoba full time equivalent jobs were maintained.

Manitoba Business Development Fund (the Fund) provides financial support to assist with business development activities in Manitoba. 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 \$100,000 and may fund up to 50% of the cost of the business development activity. The Fund has three sub-programs. The Technology Commercialization Program assists businesses with the development and/or application of new technology. The Feasibility Studies Program assists businesses and business-support organizations with the assessment of new business opportunities. The Special Projects Program assists businesses and business-support organizations with initiatives that are of strategic significance to Manitoba's economy. In 2010/11 the Branch confirmed cost-sharing assistance for 36 new business development projects totalling 1.4 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, 2011, the Investment Program has invested \$22.2 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, 2011, in aggregate the six limited partnerships have invested approximately \$169.5 million into 78 business entities. In 2010/11 there was \$87.6 million outstanding committed capital available to Venture Capital Partnerships.

Small Business Venture Capital Tax Credit (formerly called Community Enterprise Investment 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 2010, 8 companies were approved to issue equity of which three, in aggregate, raised \$1,793,750 from 18 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, 2011, MDC had a net value of \$186.9 million 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, 2011, MOF had a net value of \$277.6 million in financial assets under management.

10-2(a) Industry Development - Financial Services

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	1,002	13.00	1,137	(135)	
Total Other Expenditures	300		333	(33)	
Program Delivery:					
- Manitoba Industrial Opportunities Program	8,469		11,444	(2,975)	
- Manitoba Business Development Fund	1,378		1,173	205	
- Third Party Managed Capital Funds	1,404		2,081	(677)	
- Less: Interest Recovery	(4,416)		(8,810)	4,394	
Total Expenditures	8,137	13.00	7,358	779	

INDUSTRY CONSULTING AND MARKETING SUPPORT

OBJECTIVES

The role of Industry Consulting and Marketing Support is to provide sector expertise to businesses (manufacturing, processing and services sectors) in the areas of marketing, technology, business development and management.

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

ACTIVITIES/RESULTS

Industry Consulting Group

The Industry Consulting Group provides sector expertise to businesses (manufacturing, processing, and services sectors) in the areas of marketing, technology, business development, and management. Existing infrastructure advantages are used to maximize economic development opportunities and encourage commercialization and adoption of new technologies and strategic alliances to further strengthen and diversify Manitoba's industrial capabilities.

Sector Development – Sector development activities provide an ongoing analysis of Manitoba's major industrial sectors including aerospace, manufacturing and food processing. Strengths, weaknesses, emerging trends, threats, and opportunities are considered. Sector profiles are developed and competitive comparisons with other major jurisdictions are carried out and monitored.

Project Development – Project development activities within the branch are wide-ranging and include a variety of projects from those initiated by sector planning activities to those responding to company specific opportunities. The objective of all project development activities is to create new jobs and preserve existing jobs and investment in Manitoba.

Highlights of 2010/11

Work continued with Manitoba's industrial sectors to encourage expansion through the identification of new opportunities and the adoption of new technologies. Manitoba companies have for several years been facing competitive challenges from offshore competition in countries like China, and these challenges were exacerbated by the pressures of the global recession. Although Manitoba manufacturers were still feeling the effects of the global recession through 2010/11, there were signs of improvement in manufacturing shipments, manufacturing employment and manufacturing capital investment. Assisting in this regard 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 (CIC) at SmartPark continued to assist a wide range of our industries in the development of lightweight, high-strength composite materials which are now essential for future products related to fuel efficient vehicles, civil infrastructure and a wide variety of other manufacturing and construction applications.

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 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.

In November 2009, the Governments of Canada and Manitoba announced renewed funding of more than \$11.6 million over four years to the CIC through the Canada-Manitoba Economic Partnership Agreement. This investment will 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. In 2010/11, 15 projects commenced and 11 projects were completed.

The Vehicle Technology Centre, to which the Industry Consulting Group provides staff and infrastructure support, continues to move forward with projects that support technological development in Manitoba's transportation equipment manufacturing industry. The OEM-Supplier Development Program encourages and assists Original Equipment Manufacturers (OEM'S) 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 imaginative projects.

In November 2010, the Governments of Canada and Manitoba announced renewed funding of \$1.5 million to the VTC, in support of the OEM-Supplier Development Program. This support was provided under the Canada-Manitoba Economic Partnership Agreement.

Industry Consulting worked with the CME and its stakeholders in the manufacturing industry toward the implementation of the new *Manufacturing Centre of Excellence* initiative. This initiative builds upon the success of its predecessor, the Advanced Manufacturing Initiative, which delivered programming that resulted in observable productivity improvements for participating companies, through the implementation of lean manufacturing concepts and best practices.

The *Manufacturing Centre of Excellence* will support manufacturers wishing to become globally competitive using improved productivity, technology, trade and human resource development. Like the AMI, the *Manufacturing Centre of Excellence* initiative represents a unique partnership among CME-Manitoba Division, Western Economic Diversification and the Province of Manitoba. The Governments of Canada and Manitoba are investing a total of \$4.2 million toward this project 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, 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. Funding of \$42 million for the facility includes a Government of Canada investment of \$13.4 million, a \$9 million secured, repayable loan from the Province of Manitoba with the balance coming from the two engine manufacturers.

Marketing Support Group

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.

Market Intelligence and Information Services

The Market Intelligence and Information Services program provides information products on export markets for local Manitoba companies and on Manitoba capabilities for potential clients in overseas markets. The program involves data collection, analysis and dissemination. Key developments over the past years include implementation of a client-tracking database for ETT, development of website applications and coordination of Manitoba company data collection surveys with federal and provincial delivery partners.

In 2010/11 the Marketing Support Group continued to focus on key priorities:

- Management of internal and external communications
- Partnerships with community organizations to promote "home-grown" economic development
- Development of e-marketing and web site capabilities
- A consistent and cohesive marketing strategy, message, and image
- Maintaining effective relationships with senior officials in government, external agencies, industry associations and consular posts abroad
- Increased role in investment promotion
- Providing support service to various branches and agencies within the department.

Web sites and electronic marketing

The Marketing Support Group manages and maintains the ETT website (www.gov.mb.ca/ctt) and continues to provide web-based support/service to Manitoba Trade and Investment (www.manitoba-canada.com). The Group also manages and maintains the Manitoba Investment Portal (www.investinmanitoba.ca). In 2010/11, the Group responded to numerous inquiries and requests for information. Detailed packages of information were prepared for 24 investment leads.

Advertising and communications

Several advertising pieces were placed in various site selection and business style journals (both local and international) promoting Manitoba as a great place to invest, work and live.

Production of brochures

The Group updated content for several departmental publications, including:

- Manitoba Quick Facts brochure
- Manitoba, Diverse, Dynamic and Energetic brochure
- Manitoba Means Business brochure
- Third party information pieces

Slide presentations were created or updated for such projects as:

- Advanced Manufacturing and Grain Handling Buyers Guide
- Federal/Provincial/Territorial Investment Managers' presentation
- Various Trade missions and Investment promotion conferences

The Group also provided collateral marketing materials to outgoing trade missions, trade visits and to non-governmental organizations pursuing trade and investment related promotions. Notable among these in 2009/10 were the Premier's mission to China and Centrallia 2010.

Event marketing

Event marketing support was provided for government-sponsored events and various trade missions.

10-2(b) Industry Consulting and Marketing Support

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	708	9.00	845	(137)	
Total Other Expenditures	298		331	(33)	
Total Expenditures	1,006	9.00	1,176	(170)	

SMALL BUSINESS DEVELOPMENT

Small business is recognized as the engine that drives the Canadian economy. The Branch's target client groups are the 100,500 small businesses in Manitoba that make up over 98% of all businesses in Manitoba, 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 are generic in scope with the intent of reaching a broad spectrum of individuals and business types. The major focal points of the Branch are to assist small business start-ups and growth of existing businesses through the provision of management training, information services, financial assistance, business counselling and mentoring. 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 13th 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 training programs. In 2010/11, the C/MBSC responded to approximately 30,000 walk-in/phone business and trade-related enquiries.

The C/MBSC also offers a full service website providing business development information, interactive business products, business guides and on-line entrepreneurial training. 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 Manitoba.

C/MBSC E-Learning Network – The E-Learning Network is a video-conferencing network that broadcasts business seminars and workshops to rural and northern communities. The Network consists of a central video-conferencing unit with 54 external access points located throughout the province. During the year, 159 business seminars were broadcasted to 1352 participants.

Entrepreneurial Development and Training – During the year, the C/MBSC delivered or facilitated 190 business related seminars and workshops to approximately 4,200 participants in Winnipeg and throughout Manitoba, including seminars which were delivered by video-conferencing. These seminars included 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.

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. The Ota-Miska publication, a resource directory outlining programs and services available to Aboriginal people in Manitoba was circulated to all agencies and organizations working with Aboriginal people. 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, 27 loan guarantees totalling \$725,000 were approved in 2010/11. During the fiscal year, 744 participants attended the 35, three-day Business Planning workshops conducted throughout Manitoba under the Business Start Program which includes 16 workshops conducted in the rural areas. The Business Planning workshops were delivered in Winnipeg, Brandon, Dauphin, Carman, Steinbach, Winkler, Carberry, Fisher River, Gimli, Kilarney, Neepawa, Niverville, Swan River, Virden, Woodlands 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 2010/11 fiscal year, there was one loan guarantee in the amount of \$331,363 issued under this program. Since the program's inception in 2004, 11 loan guarantees totalling \$1,366,433 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 2011/12 fiscal year.

Manitoba Marketing Network – Provides access to marketing counselling assistance, marketing workshops and business mentoring services in partnership with the private sector to small business and entrepreneurial clients. The Network delivered 12 marketing related workshops to 292 participants and its members counselled and/or mentored 36 small businesses. Workshops were held in Winnipeg, Selkirk, Steinbach and Lac du Bonnet.

Small Business Counselling Services – The Branch registered approximately 4,300 business counselling client interactions in 2010/11. 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 on a variety of subjects including business information, business planning, small business management systems, e-business and e-commerce information guides. Publications are distributed through the Branch, the C/MBSC and its regional offices, the Western Regional Office in Brandon, the Local Government offices and the Growing Opportunities (GO) offices throughout Manitoba.

Western Regional Office – Provides general business counselling services, entrepreneurial development and training programs, business planning workshops, various resource materials and general business information to Brandon and the surrounding communities. In 2010/11, the Western Regional Office registered approximately 7,500 business and trade related client interactions.

Manitoba Business Gateways – the Branch participates in the Business Gateways located in Brandon and at the Bilingual Service Centres. The Business Gateways are resource centres which provide information and referrals for a wide range of business and employment services.

Other Activities – The Branch partnered with other departments and agencies in the successful delivery of Small Business Week, 2010 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 and St. Vital.

The Branch supported and participated in a number of other initiatives including Manitoba Women Entrepreneur of the Year Awards, Home Business Manitoba, Entrepreneur Boot Camp, Manitoba Aboriginal Youth Achievement Awards, a variety of projects and initiatives pertaining to Entrepreneurs with Disabilities, Junior Achievement Northern and Urban Aboriginal Youth, the cultural industries and various conferences, trade shows, Aboriginal economic development initiatives and business chamber events.

10-2(c) Small Business Development

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	1,212	17.50	1,261	(49)	
Total Other Expenditures	634		652	(18)	
Total Grants/Transfer Payments	60		60	-	
Total Expenditures	1,906	17.50	1,973	(67)	

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:

- Branch staff participated in and/or conducted conferences, meetings and missions promoting the province and its Business Immigration Program. Promotional missions were held in China, Singapore, Vietnam, South Korea, Germany, Netherlands, India, Turkey, Syria, Jordan and Brazil to create and/or enhance awareness of our program and recruit investors.
- The PNP-B's overall activities has resulted in 336 approved applications.
- Since the launch of the PNP-B, entrepreneurs who came to Manitoba through the program have made 404 initial business investments in Manitoba, with a total investment of over \$164 million. In this fiscal year, 67 initial business investments were made totalling over \$13 million.
- The immigration landings through the Business Stream of the Manitoba Provincial Nominee Program has, since its inception, reached 4033 persons (principal applicants and their dependents) with a total reported net worth of over \$1.3 Billion.

10-2(d) Business Immigration and Investment

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	318	16.00	318	-	
Total Other Expenditures	69		69	-	
Total Expenditures	387	16.00	387	-	

COMPETITIVENESS INITIATIVES

OBJECTIVES

The objectives of the Competitiveness Initiatives Branch are to lead, coordinate, and deliver initiatives for: improving government service delivery to business and reducing red tape; supporting economic development in the manufacturing sector; and other initiatives that aim to support entrepreneurs and advance the productivity and competitiveness of businesses in Manitoba.

ACTIVITIES/RESULTS

Highlights of 2010/11

Streamlining and improving services for businesses

In 2010/11, the Competitiveness Initiatives Branch continued to lead the further development and implementation of the province's *Single Window for Business* initiative, which is 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.

Within this context, the Branch is responsible for the Manitoba Business Portal (www.manitoba.ca/business), which provides client-centred access to the province's business and employer services and information. In 2010/11, the Branch collaborated with Communications Services Manitoba to update the information and services that are accessible on the Business Portal, and partnered with the Small Business Development Branch to develop the Social Enterprise Portal, which is accessible through the Business Portal. The Branch also commenced and enhanced the operations of the Google-powered, BizSearch service within the Business Portal in 2010/11, and deployed it within the Canada/Manitoba Business Service Centre web site, providing clients with the ability to quickly and easily find government services, programs and information.

In 2010/11, the Branch sponsored and participated in the Manitoba Business and Employer Services Online (MBESO) project, which successfully finalized the design, and commenced the development of, an integrated, multi-channel system for delivering provincial business and employer services. The project, which is being released to the public under the name Access Manitoba, includes a client relationship management system aimed at enabling a single window approach to managing client activity within and between provincial program areas.

In 2010/11, the Branch collaborated with the Departmental Content Coordinator Network to gather and refine the program and service listings for the web-based BizPaS directory of business programs and services, and coordinated the development of the web application that was being targeted for implementation within the Manitoba Business Portal in 2011/12.

The Competitiveness Initiatives Branch is responsible for implementing the BizPaL Program in Manitoba in partnership with the federal government, 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.

In 2010/11, BizPaL was launched in the cities of Selkirk and Thompson, the towns of Manitou, Arborg, Teulon, Cartwright, Souris, Morris, Gillam, and Neepawa, and the rural municipalities of St. Laurent, Coldwell, Eriksdale, Siglunes, Pembina, St. Clements, St. Andrews, Reynolds, Whitemouth, Roblin, Glenwood, Morris, Franklin, Rosedale and Langford. With these additions, the total number of communities participating in BizPaL Manitoba reached fifty six, representing more than 73% of Manitoba's population. Preparations were also carried out for future launches in a number of other municipalities.

In addition, the Manitoba BizPaL Office, which is operated by the Branch, successfully completed a major update and enhancement of the set of provincial regulatory requirements available within BizPaL, expanding the database to include licences, permits, permissions, authorizations, registrations and certifications. This expansion allows BizPaL to provide regulatory information across the full business life cycle. In addition, the database was expanded to include more than 800 business types, covering all sectors of the economy.

The Branch also collaborated with the National BizPaL Office and other jurisdictions in developing and preparing to deploy the “next generation” BizPaL platform, which was targeted for implementation in 2011/12. The Branch was also actively involved with the National BizPaL Partnership in 2010/11, participating on several committees, including the National BizPaL Steering Committee, the Sustainability Task Force and the Project Managers Committee.

The Competitiveness Initiatives Branch leads and coordinates partnership initiatives in collaboration with other branches, departments and levels of government, with the goal of optimizing the use of provincial service delivery resources, including the province’s network of Employment Manitoba Centres, Canada/Manitoba Business Service Centre Regional Access Sites and Growing Opportunities (GO) Offices.

The Branch is responsible for coordinating the implementation of Manitoba Business Gateway sites, which are resource centres providing information and referrals for a wide range of business and employer information and services. These centres strengthen collaboration within and between departments and help to improve the overall accessibility and utilization of the province’s business information and services.

In 2010/11, the Branch partnered with the Francophone Affairs Secretariat and other provincial and federal organizations to establish Manitoba Business Gateway sites in St. Boniface, St-Pierre-Jolys, Notre Dame de Lourdes and St. Vital, and collaborated with the Small Business Development Branch to enhance the Manitoba Business Gateway – Brandon, situated in the Brandon Provincial Building.

In 2010/11, 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 represented Manitoba (business and employer services) on the F/P/T/M Public Sector Service Delivery Council (PSSDC) and several of its working groups, and assumed the co-chair role for the newly established PSSDC Service to Business Task Force.

Manufacturing Sector Initiatives

The Competitiveness Initiatives Branch collaborates with industry and government stakeholders in Manitoba to support the development and implementation of strategies and initiatives to promote productivity and competitiveness in the manufacturing sector. Activities in 2010/11 included providing support to the Manitoba Manufacturing Council and Steering Committee, which have been established to provide leadership and oversee the implementation of the Manufacturing Sector Economic Development Plan that was developed by industry, education and government stakeholders. The Branch also supported specific initiatives under the economic development plan, including participating on the Technology Committee established by the Canadian Manufacturers and Exporters – Manitoba Division, and facilitated communications between government and industry stakeholders.

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, including for the new Commercialization Support for Business Program that was announced in Budget 2011. The Branch also researched, identified and promoted innovative approaches and practices for streamlining service delivery and alleviating paperwork burden for businesses and employers. In 2010/11, the Branch participated in and delivered the results of the "Taking Care of Business" empirical study of government service delivery, which is coordinated by the Institute for Client Centered Service.

10-2(e) Competitiveness Initiatives

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	264	4.00	348	(84)	
Total Other Expenditures	205		200	5	
Total Expenditures	469	4.00	548	(79)	

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.

A renewed five (5) year Canada-Manitoba Economic Partnership Agreement, consisting of \$50.0 million (\$25.0 million provincial contribution, \$25.0 million federal contribution) was signed January 22, 2009.

The objective of the renewed EPA is to strengthen and diversify Manitoba's economy, build on existing economic strengths, enhance the skills of Manitoba's workforce and promote regional development while focusing 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. The renewed EPA is providing continued support for such projects as Composite Innovation Centre, Manitoba Music, Vehicle Technology Centre (VTC), the Advanced Manufacturing Initiative and the Conseil de développement économique des municipalités bilingues du Manitoba (CDEM).

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE \$	Variance Over (Under)	Expl. No.
Total Other Expenditures	6,817	6,818	(1)	
Total Expenditures	6,817	6,818	(1)	

LABOUR MARKET SKILLS DIVISION

OFFICE OF THE SENIOR EXECUTIVE DIRECTOR

The Office of the Senior Executive Director provides strategic direction, coordination and integration relating to fiscal responsibility, policy and utilization of financial resources for Labour Market Skills Division programs. The office also provides centralized program, administrative, and financial stewardship and support services to the branches within the Division.

10-3(a) Office of the Senior Executive Director

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	480	5.00	461	19	
Total Other Expenditures	266		265	1	
Total Expenditures	746	5.00	658	20	

INDUSTRY WORKFORCE DEVELOPMENT

OBJECTIVES

Industry Workforce Development (IWD), provides business and industry with integrated and co-ordinated consultation services and financial support for human resource planning and skills training development and delivery. This involves working in partnership with industry and labour to create high performance workplaces, achieve outstanding business results, and advance Manitoba's competitive position in the global marketplace.

ACTIVITIES/RESULTS

IWD is the primary program in the Province designed to support existing workers' training needs, a significant issue as the labour and skills shortage remains evident within Manitoba. Training is a critical element for the higher and more complex skill requirements of the workplace and the need for workers to take on new roles and tasks. Improved labour productivity is integral for Manitoba business to prosper and remain globally competitive. These productivity gains are supported by workforce development programs and services.

IWD has a mandate to promote private sector involvement and investment in human resource development and workplace training, and to link skill development with provincial economic development priorities. IWD partners with industry to assess training needs and to implement short and long-term training strategies to develop a skilled workforce for continued provincial economic growth.

Over the past year, IWD has overseen the continued expansion of provincial Sector Council activity, Essential Skills and Recognition of Prior Learning (RPL), and Workforce Development and Industry Expansion. In addition, IWD administers the Advisory Council on Workforce Development Act and the Industry and Labour Force Investment Fund. In 2010/11, overall program achievements contributed to training and development strategies for over 23,000 employees.

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, environment, health and well-being, and cost-effective measures to expand the effectiveness of Manitoba's existing workforce. As well, all programming encourages partnerships with industry, business, labour and government to reduce duplication of activity and costs and involves joint planning, information sharing and decision making. The promotion of RPL reduces the length of training by recognizing skills, prior knowledge and abilities. Finally, by providing on-site Essential Skills training in industry, productivity goals are increased.

Advisory Council on Workforce Development Act

In June 2008, the Advisory Council on Workforce Development Act was passed. IWD administers the Act which builds on the success of Manitoba's Sector Councils by promoting collaboration, information sharing and co-operation amongst organizations and other stakeholders. The Minister appointed Advisory Council consists of government, industry, labour and education representatives, in order to provide information and advice to the Minister regarding government policies and strategies for developing Manitoba's workforce.

Over the past year, the Advisory Council hosted an international roundtable event with 140 participants to contribute recommendations, on skills development in small and medium-sized enterprises, to a global study by the Organization for Economic Cooperation and Development. In addition, the Advisory Council is working with the Manitoba Bureau of Statistics and the Alliance of Manitoba Sector Councils to gather current and relevant Manitoba labour market information.

Sector Council Program and Industry Associations

Industry-wide human resource development initiatives are designed to expand the base of employers investing in training by developing partnerships to encourage long range human resource planning within economic sectors. By bringing together corporate executives, owner-operators of small firms, employees, labour, educators and government representatives, Sector Councils provide a practical perspective on change and create human resource development solutions that are tailored to a sector's needs.

This year, new and existing employees participated in training through agreements with 17 provincial Sector Councils involving provincial, Canada-Manitoba Labour Market Agreement and Canada-Manitoba Labour Market Development Agreement funds administered by IWD. This occurred in the following priority sectors: aerospace, aviation, life sciences, manufacturing, tourism, food processing/agri-business, environmental, information and communication technology, customer contact centres, film and music, new media, and the arts and cultural industries, print, construction, non-profit, and northern region (mining, forestry, and energy) sectors.

This collaboration encourages joint planning, information sharing and decision making across the province. In 2010/11, over 15,300 participants were trained through provincial Sector Councils and industry associations. These agreements have resulted in significant leveraged investment by industry, industry driven skills training programs, industry/education linkages and new course development with local institutions, and demonstrated skill development.

IWD has 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 – to provide cost effective human resource training program solutions as well as a state of the art training facility.

Industry Expansion

Industry Expansion is aimed at supporting companies that are locating new operations in Manitoba or expanding existing operations resulting in the creation of new jobs. The program assists companies by contributing to their investment in skills training for employees. By administering the Industry and Labour Force Investment Fund, funding through the Canada – Manitoba Labour Market Development Agreement, and funding through the Canada-Manitoba Labour Market Agreement, IWD is able to assist with 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, this funding enabled a number of companies to maintain jobs and attract business to Manitoba. In 2010/11, training was provided to approximately 1,300 individuals and relationships were built with a number of companies as they prepare for future activity. During this period, IWD also supported the continued development of the Northern Manitoba Mining Academy.

Workforce Development

In 2010/11, the Workforce Development Team provided assistance to over 100 companies requiring a comprehensive approach to human resource issues including needs assessment, analysis and training support. This value-added customized service brokers appropriate internal and external resources to assist an employer with current human resource issues and provides a follow-up service to ensure that the employers' needs have been met.

Small and medium-sized enterprises have received services across Manitoba in a number of sectors, including manufacturing, financial services, transportation, retail, customer contact, food processing and resource industries. These services have included HR planning, job analysis, and training plans to address recruitment, retention and productivity issues that are impacting competitiveness. Over 150 employees' training plans were supported.

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 computer 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 and documents skills and knowledge gained in formal or informal settings.

IWD, in partnership with the Workplace Education Manitoba Steering Committee (WEMSC) and the Workplace Prior Learning Assessment and Recognition (WPLAR) Committee, continues to lead other provincial jurisdictions 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 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 through the Workplace Essential Skills Training (WEST) Centres and the Northern Essential Skills Training Initiative for approximately 6,800 employees. Major projects sponsored by WEMSC were also supported through Human Resources and Skills Development Canada. In addition, support was provided for the development of programming at the Winnipeg River Learning Centre, for Employment Manitoba's Rebound clients, and for apprentices and trades qualifiers.

These programs addressed skill shortages, up-skilling or re-skilling opportunities, assisted apprentices to continue/enter apprenticeship programs and achieve journeyman and inter-provincial Red Seal status, and prepared northerners for opportunities in their communities.

10-3(b) Industry and Workforce Development

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	751	9.00	744	7	
Total Other Expenditures	133		132	1	
Training Support	2,025		1,825	200	
Total Expenditures	2,909	9.00	2,658	208	

APPRENTICESHIP MANITOBA

Apprenticeship Manitoba is responsible for the administration of The *Apprenticeship and Certification Act*, the *Apprenticeship and Trades Qualifications General Regulation*, the *Apprenticeship and Trades Qualifications Fees Regulation*, the *Appeals Procedure Regulation*, and Apprenticeship programs for over 50 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.

New Apprenticeship Legislation

On April 1, 2010, the *Apprenticeship and Certification Act* was proclaimed. The new legislation is designed to promote a relevant, accessible and responsive apprenticeship training and certification system and is intended to address many of the recommendations from the Apprenticeship Futures Commission (AFC). Apprenticeship Manitoba, in partnership with the Apprenticeship and Certification Board continue to develop and implement a governance model and operating framework based on the new legislation. Part of the new legislative structure called for the establishment of four permanent Standing Committees, including a Governance and Planning Standing Committee, a Community Liaison Standing Committee, a Program Standards Standing Committee and a Nominating Standing Committee. In 2010/11, the Board spent time developing each Committee's Terms of Reference and began to clarify the new Standing Committee and Board functions, operations and processes. In 2010/11, there were a total of 19 Standing Committee meetings.

The Apprenticeship and Certification Board

The Apprenticeship and Certification Board ('the 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 system. The Board appoints Provincial Advisory Committees (PACs), and receives and reviews recommendations from the PACs respecting trade regulations, training standards, examinations and certification standards. Apprenticeship Manitoba provides technical, administrative and financial support to the Board and PACs. The Board met 7 times in 2010/11.

The Minister, on recommendation of the Apprenticeship and Certification Board, approves all new and amended trade regulations under the *Apprenticeship and Certification Act*. During 2010/11, the Board and Minister introduced updated regulatory provisions for the trades of Automotive Service Technician, Hairstylist and Welder. The new trades of Water and Wastewater Technician, Construction Craft Worker and Crane and Hoist Operator – Power Generation and Transmission were designated in 2010/11. In addition, the Board approved in principle the designation of Appliance Service Technician, Power Line Technician, Pre-Engineered Building Erector, Sloped Roofer, Water and Wastewater Technician and Rig Technician.

Through the PACs, Manitoba industry advises on the regulation of, and content standards for, apprenticeship training and certification in their respective trades. Additionally, PACs validate training standards and examinations. PAC members are appointed by the Board. There were 44 PAC meetings for 48 PACs in 2010/11.

The **Executive Director** of Apprenticeship Manitoba is the Secretary to the Apprenticeship and Certification Board, and is the main point of contact for inter-provincial and pan-Canadian apprenticeship initiatives. The Executive Director is responsible for consulting with industry, and represents Manitoba at the Canadian Council of Directors of Apprenticeship (CCDA).

The **Client Services and Operations Unit** 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. The Unit participates in the promotion and marketing of the apprenticeship programs and the High School Apprenticeship Program (HSAP) (formerly known as the Senior Years Apprenticeship Option (SYAO)).

A total of 2,170 apprentices were newly registered during the 2010/11 fiscal year and as at April 1, 2011 there were approximately 8,300 active apprentices registered in the apprenticeship system. This represents an increase of 7.2% over 2009/10, and a 122% increase over the 1999/00 baseline year.¹

The number of female apprentices increased 18% this year to 1,029; women constitute 12.5% of all active apprentices, largely due to their participation in the Hairstylist, Esthetician, Cook and Pork Production Technician trades.

Regulated fee revenue generated approximately \$474.5 in 2010/11 and \$983.8 was collected in tuition fees.² \$141.6 of the fees collected in 2010/11 were for the 1,753 renewals of Hairstylist, Esthetician and Electrologist authorizations to practice.

The **Program Standards Unit** 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 2010/11, Manitoba participated in a total of 15 Item Bank Development Workshops, 7 National Occupational Analyses, 10 Translation Workshops and 1 Interprovincial Program Guide Workshop.

The Program Standards Unit coordinates the participation of PACs in program development work. Program development involves defining the scope of a trade, reviewing (or 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. In 2010/11, new program standards were approved in the trades of Landscape Technician, Construction Worker and Power Generation Transmission (PGT) - Mobile Crane Operator and PGT - Boom Truck Hoist Operator. In 2010/11, revised program standards were approved for the trade of Ironworker.

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 the Interprovincial Standards "Red Seal" 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. The Program Standards Unit coordinates Apprenticeship Manitoba's Red Seal activities and other interprovincial activities.

The Program Standards Unit 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. The Unit also makes course content comparisons for the recognition of trades training programs delivered by non-accredited providers and by other jurisdictions. The Unit administers level examinations and trade certification examinations to apprentices and candidates with demonstrated related work experience. In 2010/11, 1,143 people received Certificates of Qualification at the completion of their apprenticeship training, and 248 experienced trades practitioners were certified through the Trades Qualifications process.

¹ This calculation is based on the number of active apprentices at the start of fiscal year 1999/2000 compared to the number of active apprentices at the end of the fiscal year 2010/11.

² 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.

The **Policy Unit** is responsible for apprenticeship legislation and regulation research and analysis, and for general policy research and development. The Unit provides support and strategic analysis to Apprenticeship Manitoba, the Apprenticeship and Certification Board and the Provincial Advisory Committees (PACs). The Unit also provides support for corporate initiatives and is the liaison with other branches of government where there are linkages with training, economic, education, labour and social policies.

The **Finance and Administration Unit** is responsible for administrative services, financial control systems, information technology systems support, and preparation of the annual estimates and budgetary information for Apprenticeship Manitoba. The Unit continues to apply a financial framework for costing of technical training delivery which improves the cost-effectiveness of delivering technical training in northern communities and at all three community colleges. The Unit uses a rational model for technical training course purchase processes that has improved communications with, and services to, Apprenticeship Manitoba's contracted technical training providers.

The **Community Relations Unit** promotes apprenticeship training and certification to the public. The Unit attends approximately 35 major career fairs and tradeshow annually and coordinates over 100 presentations to prospective apprentices and employers.

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 5, 2010 with over 300 persons in attendance. The annual Apprenticeship Highest Achievement Awards recognized high achievers in the apprenticeship system on April 2, 2010. The 40 top new journeypersons and their employers were publicly recognized. 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.

Apprenticeship Manitoba and the Winnipeg Foundation created the Tim McLean Memorial Bursary, a new bursary within the existing Apprenticeship Endowment Fund, awarded annually to a prospective or current Aboriginal apprentice with financial need. The Tim McLean Memorial Bursary was established in memory of Tim McLean, an aspiring Manitoba apprentice interested in becoming a motor vehicle mechanic.

Promotion of Apprenticeship to Youth

Apprenticeship Manitoba's Client Services and Operations Unit and the Community Relations Unit are jointly responsible for the co-ordination and promotion of the High School Apprenticeship Program (HSAP). The HSAP allows 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 April 1, 2011, a total of 662 HSAP apprentices were enrolled in the program.

During 2010/11, Apprenticeship Manitoba continued to be responsible for the administration of the Career Focus wage subsidy program for HSAP apprentices. The integration of the Career Focus and HSAP programs continues to improve services to apprentices.

During 2010/11, Apprenticeship Manitoba continued to implement a financial incentive announced in 2009/10 for students who complete their HSAP and transition into full time post-secondary apprenticeship training. The purpose of the financial incentive is to encourage youth to pursue careers in the skilled trades, reinforcing the existing HSAP program that provides high school students the opportunity to gain early entry into the skilled trades by providing the option of practical, paid and on-the-job training.

Alternate Forms of Training Delivery

Apprenticeship Manitoba has initiated work to explore distributed learning technologies to support the technical training portion of apprenticeship known as the E-Apprenticeship Alternate Delivery Development Initiative (EADDI). The initiative is an inter-provincial collaboration between Apprenticeship Manitoba and Saskatchewan Apprenticeship and Trade Certification Commission (SATCC). EADDI involves 14 pilot projects in 9 trades with a focus on 1 to 4 levels per trade. The initiative is designed to relieve pressure on conventional learning resources in high demand apprentice trades.

Apprenticeship and the Aboriginal Community

Apprenticeship Manitoba continued its efforts to respond to the training needs of the Aboriginal community. In 2010/11 fiscal year, there were 976 self-declared active apprentices of Aboriginal ancestry registered in Manitoba. Aboriginal apprentices comprise approximately 11.85% of the total number of apprentices in Manitoba. Community-Delivered Training has been offered primarily in the trade of Carpenter, Industrial Mechanic, Power Electrician, Cook, and Plumber.

Essential Skills and Prior Learning Assessment (PLA)

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. To support the assessment implementation, workshops are being delivered to educational partners to increase assessment capacity, to ensure the appropriate use of the assessment instruments and to ensure the educational partners are made aware of the upgrading needs of apprentices and trades qualifiers.

Apprenticeship Manitoba continued its partnership with aWEST (apprenticeship Workplace Essential Skills Training). aWEST assesses and provides essential skills upgrading for a culturally diverse population of trades people and is the official Apprenticeship workplace essential skills provider for Manitoba apprentices and trades qualifiers.

Service Transformation

Apprenticeship Manitoba engaged a consultant to recommend and develop a Service Transformation Strategy (STS) to address internal capacity issues, gaps in service and improve clients' access to services. The May 2009 STS Final Report outlined an implementation plan containing 56 strategies. Primary deliverables included a new organizational structure and service delivery concept, re-engineered workflow processes, realigned staff position descriptions to reinforce the new service delivery concept and ongoing support in the development of a corporate information technology solution (AccessManitoba) that will facilitate a client-centered delivery model.

AccessManitoba

As a key program partner area and the first program partner area scheduled to be deployed, Apprenticeship Manitoba assumed a leadership role in the design (blue print) of the data model; design of the internal and external view of the system for users; internal business process (re)design; internal and external communications to Government of Manitoba staff, stakeholders and clients; system testing; staff training; and change management support for staff. The integrated service delivery model bundles business and employment service and improves how government interacts with businesses, communities and citizens through on-line registration and payment services to clients. The single window of information will strengthen and streamline service delivery processes. Through AccessManitoba, Apprenticeship Manitoba will be able to provide clients with a wide range of on-line services including ability to apply and register on-line, pay for products and services on-line and make contact with staff and request contact by staff on-line.

10-3(c) Apprenticeship

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	4,408	64.00	4,152	256	
Total Other Expenditures	1,959		2,132	(173)	
Total Training Support	10,004		9,995	9	
Recoverable from Canada – Manitoba Labour Market Development Agreement	(2,231)		(2,437)	256	
Total Expenditures	14,140	64.00	13,782	358	

EMPLOYMENT MANITOBA

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.

Employment Manitoba's programs and services are described below:

Direct Delivery Services:

Direct Employment Services

Staff in 17 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 Manitoba 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 LMA 10-3(g) Projected Results by Programs, 2010/11*

PROGRAM	Clients Served* (New Services)	
	Projected	Actual
DIRECT SERVICES		
Direct Employment Services	1,350	1,368
Skills Development	300	1,116
PARTNERSHIPS:		
Employment Partnerships	500	781
Labour Market Partnerships	-	0
Self Employment Assistance	-	3
Wage Subsidy	100	111
OTHER:		
Strategic Training and Transition Fund (STTF)	-	242
Job Referral Service (JRS) Registrations	1,300	3,341

Source: Employment Manitoba Reporting System.

* 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 2010/11	Estimate 2010/11		Variance Over (Under)	Expl. No.
	\$	FTE	\$		
Total Salaries & Employee Benefits	5,498	83.00	6,185	(687)	
Total Other Expenditures	2,670		2,508	162	
Total Training Support	10,753		7,865	2,888	
Less: Recoverable from Family Services and Consumer Affairs	(300)		(300)	-	
Total Expenditures	18,621	83.00	16,258	2,363	1

1. New Targetted Initiatives for Older Workers Program, Employment Income Assitance activity greater than expected, vacancies within the branch.

CANADA - MANITOBA LABOUR MARKET DEVELOPMENT AGREEMENT

Under the Canada/Manitoba Labour Market Development Agreement, the Labour Market Skills Division (LMSD) 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.

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 17 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, 2010/11, 10-3(e)

PROGRAM	Clients Served (New Services)	
	Projected	Actual
Service Needs Determination / Employment Counselling	30,000	30,547
Employment Partnerships	250	190
Skills Development	6,000	7,205
-Apprenticeship	-	3,261
-other skills development	-	3,944
Self Employment	250	277
Wage Subsidies	200	253
Employment Assistance Services	9,500	13,285
Labour Market Partnerships	N/A	N/A
Research and Innovation	N/A	N/A
Labour Exchange – Job Bank Orders*	40,000	29,313
Labour Market Information	N/A	N/A

Source: Employment Manitoba Reporting System.

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

* Job Orders advertised in Manitoba from April 1, 2010 – March 26, 2011

LMDA Results Measures, Targets and Actuals, 2010/11		
	Targets 10/11	Actual 10/11
NUMBER OF EI ACTIVE CLIENTS SERVED	14,500	14,840
NUMBER OF RETURNS TO WORK (EI Insured)	9,000	9,872*
UNPAID BENEFITS TO THE EI ACCOUNT	\$40,000,000	\$ 63,470,000**

* Period 12: April 1, 2010 to March 31, 2011

** Period 12: April 1, 2010 to March 31, 2011

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/10 FTE		Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	7,141	115.80	7,388	(247)	
Total Other Expenditures	1,023		989	34	
Total Training Support	56,995		57,400	(405)	
Total Expenditures	65,159	115.80	65,777	(618)	

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 workplace training. Through training supports to industry and provincial Sector Councils, the fund, administered through Industry Workforce Development (IWD), assists business to meet operational goals by developing their workforce to achieve high performance and productivity targets.

IWD has a mandate to promote private sector involvement and investment in human resource development and workplace training, and to link skill development with provincial economic development priorities. Training continues to be an important opportunity in building and upskilling Manitoba's workforce.

ACTIVITIES/RESULTS

In the past year, this funding assisted a number of companies with their expansion and retention plans in Manitoba. By focusing on upgrading the skills and competencies of their workforce, businesses are preparing for future growth, and identifying efficiencies and improvements for their sustainability.

The ILFIF has also contributed to the implementation of human resource plans with 17 provincial Sector Councils 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 program development, assessment, and delivery for Manitoba businesses. The ILFIF has also supported the continued development of the Northern Manitoba Mining Academy to ensure there is local access to skills training for new employment opportunities.

In its first year of implementation, the Workforce Development Team has provided value-added, customized human resource services and training funds for over 100 companies, mostly small and medium-sized enterprises. The Team has been providing an integrated service linking companies to resources to address recruitment, retention and productivity issues that are impacting competitiveness.

Through the investment in labour force development strategies, over 23,000 individuals have received training. This has occurred in the following sectors: aerospace, aviation, life sciences, tourism, customer contact, film, music, arts and cultural industries, environment, information and communication technologies, new media, agri-food processing, construction, printing, mining, forestry, energy, transportation, retail, financial services, manufacturing, and non-profit organizations throughout Manitoba.

The ILFIF has leveraged industry investment and awareness for current labour market information and training needs assessments. The results and recommendations will provide opportunities for expanded human resource development and training delivery across the province.

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Expenditures	2,188	-	2,600	(412)	
Total Expenditures	2,188	-	2,600	(412)	

CANADA - MANITOBA LABOUR MARKET AGREEMENT

Under the Labour Market Agreement, the Labour Market Skills Division (LMSD) 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.

Direct Delivery Services:

Direct Employment Services

Staff in 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 Manitoba 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.

Employment Manitoba 10-3(d) and LMA 10-3(g) Projected Results by Programs, 2010/11*

PROGRAM	Clients Served** (New Services)	
	Projected	Actual
DIRECT SERVICES		
Direct Employment Services	1,350	1,368
Skills Development	300	1,116
PARTNERSHIPS:		
Employment Partnerships***	500	781
Labour Market Partnerships	-	0
Self Employment Assistance	-	3
Wage Subsidy	100	111
OTHER:		
Strategic Training and Transition Fund (STTF)	-	242
Job Referral Service (JRS) Registrations****	1,300	3,341

Source: Employment Manitoba Reporting System.

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

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

Expenditures by Sub-Appropriation	Actual 2010/11	Estimate 2010/11		Variance Over (Under)	Expl. No.
	\$	FTE	\$		
Total Salaries and Employee Benefits	2,310	12.00	893	1,417	
Total Other Expenditures	902		543	359	
Total Training Support	22,757		22,383	374	
Total Expenditures	25,969	12.00	23,819	2,150	1

1. Increase in LMA-eligible programming.

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	Variance Over (Under)	Expl. No.
Recoverable from other appropriations	(4,912)	(5,145)	233	
Total Expenditures	(4,912)	(5,145)	233	

COMMUNITY AND ECONOMIC DEVELOPMENT

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

OBJECTIVES

The Community and Economic Development Committee (CEDC) is a sub-Committee of Cabinet responsible for the oversight and co-ordination of community and economic development activity across government departments. CEDC is chaired by the Minister of Agriculture, Food and Rural Initiatives and includes seven other Cabinet Ministers. CEDC is supported by the CEDC Secretariat.

The CEDC Secretariat provides analytical and administrative support to the Committee. Secretariat staff assist the Committee in the development and implementation of policy and projects consistent with the community and economic development priorities of government.

The Secretariat works in co-operation with business, community, Aboriginal, labour, social and environmental organizations and economic development agencies, as well as with the Premier's Economic Advisory Council, on policy and projects to support healthy and vibrant communities, and strong and sustainable economic growth in Manitoba.

Activities of the Secretariat encompass a broad range of policy areas, including rural and agricultural issues, northern development, urban revitalization, environmental and natural resource issues, public infrastructure projects, investment and industry attraction and expansion, Aboriginal and ethno-cultural issues, clean energy development, cultural policy, research and innovation, education and training, and poverty and social justice issues.

The Secretariat also provides work placement and mentorship opportunities for government interns.

ACTIVITIES/RESULTS

Some of the specific results achieved through the involvement of the Secretariat were:

International Polar Bear Conservation Centre and Arctic Exhibit – Began the implementation of the \$31 million redevelopment project at Assiniboine Park Zoo. The International Polar Bear Conservation Centre will conduct academic research, provide educational programming, and operate a polar bear rescue and relocation network. The investment also includes the construction of an Arctic Exhibit that will house up to 6 bears with underwater and above water viewing opportunities.

Stadium – Worked with community stakeholders to accelerate the new stadium to be built at the University of Manitoba. The stadium will be the home to the Winnipeg Blue Bombers and the Manitoba Bisons' football team and will also be used by other university athletic programs and by community sports teams.

Springhill Farms Plant - Worked with the Town of Neepawa, Hytek and various government departments to upgrade the waste water treatment facility. Through this upgrade, Hytek was able to expand the operation, employ over 500 people and protect local producers from the effects of country of origin labeling.

Memorial Cup - In partnership with the City of Brandon, coordinated support for capital upgrades to the Keystone Centre for the 2010 Memorial Cup hockey tournament, the first time the national championship has been hosted in the Province.

Community Economic Development Initiative – coordinated cross-departmental community economic development (CED) activities, based on the CED Policy Framework and Lens, including special initiatives related to social enterprise development, sustainable infrastructure, housing, procurement, employment and training.

Industry Attraction and Development – coordinated cross-departmental efforts to attract and expand businesses and employment opportunities in the province, including working with such businesses as Weston Bakeries and Parkland Biofibre.

Economic Stimulus – Worked with various government departments and other levels of government on an economic stimulus plan to respond to the global economic downturn and position Manitoba for a strong and early recovery, including plans for infrastructure, roads, post-secondary capital and housing.

East side road authority – Worked on establishing the Manitoba Floodway and East Side Road Authority to oversee construction of an all-weather road on the east side of Lake Winnipeg and to ensure that First Nations people living in the area have a meaningful role and benefit from employment and economic opportunities.

Tembec - Community Adjustment Committee (CAC) - Manitoba committed \$1 million to the CAC to assist with economic development opportunities in the Pine Falls area due to the closure of the Tembec newsprint mill. CEDC has been working directly with the CAC as well as supporting efforts of an employee buy-out.

10-4(a) Community and Economic Development Committee

Expenditures by Sub-Appropriation	Actual	Estimate		Variance Over (Under)	Expl. No.
	2010/11 \$	FTE	2010/11 \$		
Total Salaries & Employee Benefits	1,415	15.00	1,575	(160)	
Total Other Expenditures	396		332	64	
Total Expenditures	1,811	15.00	1,907	(96)	

PREMIER'S ECONOMIC ADVISORY COUNCIL

OBJECTIVES

The Premier's Economic Advisory Council (PEAC) is a group of 30 prominent Manitobans who have been invited by the Premier to provide him with confidential advice on a wide range of issues affecting Manitoba's economy. The membership of PEAC consists of business, labour, education, research, community and Aboriginal leaders. PEAC is co-chaired by Bob Silver, President of Western Glove Works, and Robert Ziegler, President of the United Food and Commercial Workers Union, Local 832.

ACTIVITIES/RESULTS

In the past, PEAC has made recommendations in the areas of strategies for attracting investment, expanding immigration, enhancing skills and labour force development and retention, improving the image of our province, expanding natural resource development, establishing a long-term vision for research and development, increasing local investment, ICT procurement, enhancing Aboriginal economic development, increasing opportunities for commercial fishing, competitiveness and red tape reduction, and increasing the effectiveness, efficiency and productivity of Manitoba's publicly-funded health care system.

PEAC was pleased to provide advice to the Finance Minister in advance of the budget to discuss the economic challenges and innovative ways of addressing them.

This year, some specific activities of PEAC have been:

New Rural Economy – PEAC continued its comprehensive review of opportunities developing in the rural economy. With a better understanding of how other jurisdictions are responding to demographic shifts and by investing in value-added alternatives and new, innovative processing, PEAC's task group concluded its work and is preparing to bring its recommendations forward on how the provincial government can work with agricultural producers and rural communities to grow the rural economy.

Sustainable Economy/Green Jobs Strategy – "Beyond Kyoto" recommended the creation of a business advisory committee to consider recommendations supportive of a greener economy and a focused green job strategy. PEAC formed a task group to consider proactive approaches to achieving GHG emission reductions in this area as part of a larger framework. The group is looking at best practices around the world and developing ways to encourage niche business opportunities, catalysts for businesses to make changes and the various tools that could assist in capturing these opportunities.

Preparations for Imagine Manitoba – PEAC worked with government officials and departments to prepare for the 2010 Economic Summit held in the following fiscal year. An invitation list was developed that included business, labour, academia, and business, cultural and community organizations

10-4(b) Premier's Economic Advisory Council

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	253	2.00	194	59	
Total Other Expenditures	251		280	(29)	
Total Expenditures	504	2.00	474	30	

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 2010/11

In 2010/11, 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 2010/11

The Branch provided briefing materials and support to strategic missions to the U.S. and other international destinations, including a Premier-led missions to China and the Philippines and another to Israel. The Branch also supported advocacy meetings with numerous U.S. governors and congressional delegates, 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 U.S. Country-of-Origin- Labelling and "Buy America" provisions, trans-boundary water issues; as well as supporting efforts to develop an Arctic Gateway strategy 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 Legislators' Conference, the Legislators' Forum, the South East U.S. States/Canadian Provinces Alliance, the National Governors Association. Manitoba also actively participated in a series of high-level meetings and "Four-Party" talks related to North Dakota water issues. Canada, U.S. and International Relations also continued to support existing francophone relations such as Manitoba's relationships with the Department Conseil General du Bas Rhin and participation at la Francophonie Summit as part of the Canadian delegation. Additionally, the Branch provided ongoing cooperation and coordination between departments involved in international relations, including the review and development of seven new international agreements, notably one with the State of Illinois

The Branch 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 Dnipropetrovsk Regional State Administration in Ukraine, and the Yamal-Nenets region of the Russian Federation.

The Branch also 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 activities. In addition, the office serves as a secretariat to the Order of Manitoba and plays a major role in organizing all aspects of 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 2010/2011

In 2010/2011 the main activities of the Protocol Office were:

- Maintain a strong organizational and planning role with respect to incoming diplomatic missions, visits by heads of state and a visit by Her Majesty The Queen and His Royal Highness The Duke of Edinburgh and Her Excellency The Governor General;
- 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, military change of command, the opening of the Legislative Assembly, Remembrance Day, high profile (state-related) funerals; and special commemorative events
- Serve as Secretary for the Order of Manitoba;
- 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 2010/2011

The Protocol Office organized the Manitoba visit by Her Majesty The Queen and His Royal Highness The Duke of Edinburgh and supported government-led trade missions to Russia, the United States and China.

In addition, the Protocol Office provided key organizational support roles with respect to:

- Diplomatic visits to Manitoba by High Commissioners, Ambassadors and Consul Generals representing the nations of Denmark, Poland, Turkey, India, Greece, China, Japan, Israel, Switzerland, Nigeria, Mexico, Germany, France, Netherlands, Finland, Russia, The United States and Uruguay.

In 2010/2011 the Protocol Office supported several events such as:

- The Order of Manitoba;
- Presentations for the Order of the Buffalo Hunt;
- DFAIT Northern Tour (Ambassadors and High Commissioners to Churchill);
- Receptions/events to:
 - recognize Manitoba Treaty Day, the Truth and Reconciliation Commission; Louis Riel and The Year of the Metis;
 - honour Manitoba Olympians and recognize 'Royal' designation for Manitoba Theatre Centre;
 - name Manitoba lakes in honour of Manitoba military casualties in Afghanistan;
- National premiers meeting -- Council of the Federation
- Acquisition of a corner stone from Runnymede, England (site of the signing of the Magna Carta) for the Canadian Museum for Human Rights.
- Three-month display of The Magna Carta in the Manitoba Legislative Building
- Funerals for former premiers, The Hon. Duff Roblin and The Hon. Sterling Lyon
- Unveiling of statue to honour Nellie McClung
- Remembrance Day and Armed Forces Day as well as ceremonies to recognize the End of an Era (WW1 veteran's ceremony) and Hong Kong Veterans

10-5(a) International Relations

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	780	9.00	791	(11)	
Total Other Expenditures	826		714	112	
Total Expenditures	1,606	9.00	1,505	101	1

1. *Activities related to the Queen's visit.*

MANITOBA TRADE

Manitoba Trade and Investment is the lead provincial agency supporting Manitoba firms to develop new international markets for provincial goods and services.

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 investment to increase inward investment and employment. Trade activities undertaken and supported include trade show participation, incoming and outgoing business missions and business networking events to facilitate strategic alliances. Manitoba Trade and Investment also facilitates companies with market introductions and on-site intelligence through Manitoba Trade and Investment's network of foreign trade representatives, Canadian embassies and consular offices and partner trade offices of governments abroad.

In 2010, Manitoba's foreign exports totalled \$10.2 billion, a decline of 3.1% over 2009 foreign exports. The United States continues to be Manitoba's largest export market, accounting for 63.9% of foreign exports. Non-U.S. destined exports accounted for 36.1% of foreign exports, up from 32.4% in 2009. Leading non-U.S. destinations for Manitoba foreign exports were the People's Republic of China, Japan, Mexico and Hong Kong.

For the 5-year period, 2006-2010, Manitoba's non-U.S. exports increased 46.3% compared to Canada's non-U.S. exports which increased by 26.5% during the same period.

Principal Activities in 2010/11

Manitoba Trade and Investment provides a variety of trade-related services, summarized in the following chart.

General Information	Skills Development	Export Counselling	Market Entry Support	In-market Assistance
Toll-free export information service	Export preparation	Export-readiness assessment	Market information and informational sessions	Market prospects
Website	Export skills training	Market readiness assessment	Trade fairs/shows	Key contacts search
General seminars	Preparation for U.S. market	Export plan development	Trade missions	Visit information
	Preparation for other markets	Export plan implementation	Partner identification	Direct contacts
			Market intelligence	Local company information
			Advocacy	Troubleshooting
			Reverse trade shows, incoming missions	Government and business liaison
			Trade show participation/development of promotional materials/website development (TAP)	

Highlights in 2010/11

Manitoba Trade and Investment continues to profile the importance of exporting in order to assist Manitoba companies to sustain and grow their businesses. With both a geographic and industry sector focus, Manitoba Trade and Investment is able to assist with the identification of export opportunities and market intelligence to companies identified as export capable. In 2010/2011, Manitoba Trade worked with over 400 Manitoba companies and organizations seeking to expand their international activities and diversify their exports to new markets and within existing markets.

In 2010/11 Manitoba Trade continued to partner with several industry organizations to assist in activities related to the export development of their membership. This partnership enhanced the ability of Manitoba companies to successfully export. Manitoba Trade and its public/private sector partners, coordinate the delivery of trade services and programs to ensure they are effectively targeted to the business communities in Winnipeg and rural Manitoba. Outreach activities emphasize the importance of exporting as well as facilitate access to the information/support needed to become export-ready or to diversify markets. In addition, companies with an interest and capability to consider exporting, are identified and a process of company-specific capabilities and export counselling is initiated.

In 2010/11 the Government of Manitoba highlighted the importance of the BRIC (Brazil, Russia, India and China) countries as potentials for international trade development. Manitoba Trade and Investment has been active in these markets pursuing niche opportunities. From 2006 to 2010, Manitoba's domestic exports to the BRIC countries has increased 42.1%.

The "Advanced Manufacturing and Grain Handling Buyers Guide" project was initiated and managed by Manitoba Trade and Investment. This is the 13th edition of the guide since 1985, published in six languages (English, French, Russian, Spanish, German and Mandarin), is funded 100% by the over 70 participating industry firms. The guide will be distributed globally through the Canadian Trade Commissioner Service abroad and through incoming and outgoing trade shows and missions over the next four years.

In 2010-11 there were 166 applications approved for the Trade Assistance Program (TAP) – of these applications; 76 were to attend recognized trade shows; 46 to develop new marketing materials; and 44 for the development of websites.

Agriculture Marketing

The agriculture and food sectors are key contributors to Manitoba's economy representing \$4.0 billion in provincial exports or almost 40% of Manitoba's total foreign exports in 2010. Agriculture Marketing 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 agri-trade committees, The Federal-Provincial Market Development Council and other organizations.

Highlights for 2010/11 include:

- July 2010 – An exhibition supporting 10 Manitoba firms at The Institute of Food Technologies in Chicago, Illinois in partnership with Saskatchewan Trade and Export Partnership.
- December 2010 – Coordinated a Canadian Prairie agri-food mission to Japan together with the provinces of Saskatchewan and Alberta.
- Undertook Manitoba agri-food promotion activities in Guatemala, Panama, Brazil, Colombia and Costa Rica.
- Organized and hosted incoming buyer missions and events with delegations from Germany, Hungary, Iceland, Switzerland, Chile, Colombia and Costa Rica.
- Growing and sustained partnership on both incoming and outgoing initiatives with other provincial governments, especially Saskatchewan and Alberta.

Europe

Manitoba exports to Western Europe totalled \$387.8 million in 2010, an increase of 25.7% from 2009. The United Kingdom maintained its top ranking as the number one export market within the European Union, followed by Sweden, Belgium, Italy, France, Germany, Spain and the Netherlands. Of these destination markets, only France and the United Kingdom experienced decreases in shipments.

Manitoba imports of value added products from the European Union totalled \$873.7 million in 2010, an increase of 26.6% from 2009. Germany maintained its top ranking as the number one importing country within the European Union to Manitoba, followed by Denmark, the United Kingdom, Italy, France, Sweden and the Netherlands. Of these markets only Germany and France experienced significant decreases in imports to Manitoba

Highlights for 2010/11 included the following activities:

- September 2010 – 19 business meetings were arranged with Manitoba Trade and Investment's Europe-based representative during a visit to Manitoba.
- October 2010 – Participated in Sial, International Food and Beverage Show in Paris, France. Several Manitoba firms exhibited. This event provided companies with access to more than 140,000 trade visitors from 180 countries.
- February 2011 – participated in Biofach 2011, world organic trade fair in Nurnberg, Germany. Several Manitoba firms exhibited. The event provided companies with access to more than 44,000 trade visitors from 121 countries.
- January 2011 – 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. Twelve participants attended.

Asia Pacific

Manitoba exports to the Asia Pacific region totalled \$1.9 billion in 2010, an increase of 10.8%. China maintained its position as the top export destination in Asia Pacific countries, with exports increasing by 5.7%. The next top ranking countries were Japan, Hong Kong, South Korea, Taiwan, Australia, the Philippines, Indonesia and Singapore. All of these top ranking export markets with the exception of Australia, experienced increased in shipments.

Imports from the region increased over 2009/2010. Of the top ten sourcing countries, China maintained its ranking as the 2nd largest import market after the United States, increasing from \$596.7 million to \$649.9.6 million. Japan was 6th increasing from \$125.7 million to \$152.0 million, Taiwan was ranked 9th with imports increasing from \$84.7 million to \$91.9 million and Indonesia with imports increasing from \$21.7 million to \$56.7 million.

Highlights for 2010/11 included the following activities:

- September 13-20, 2010 – Premier Selinger and Lieutenant-Governor Lee led a 30-plus member multi sector Manitoba delegation on a business mission to Beijing, Shanghai and Hong Kong.
 - Mission participants engaged in over 60 targeted meetings, in addition to participating in networking and informational events, which allowed them to establish senior-level contacts from government, business, education and tourism
- November/December 2010 – 28 business meetings were arranged with Manitoba Trade and Investment's China-based representative during a visit to Manitoba.
- December 2010 – Manitoba Trade attended and exhibited at the SME Expo and The Federation of Hong Kong Trade Associations annual meeting and trade show in Hong Kong.

Mexico, Latin America and Emerging Markets

Mexico

Mexico continues to be a Manitoba's top trading partner in Latin America with a sharp increase in exports. Manitoba has experienced fairly even growth in all sectors of our exports to Mexico which totaled \$ 340.5 million in 2010, an increase of 31.1% over 2009. Mexico is Manitoba's 4th largest international export market. Manitoba Trade continues to work closely with the states of Jalisco and Nuevo Leon to identify opportunities for partnerships between our jurisdictions.

Highlights:

- Held a "Doing Business with Mexico" seminar with the participation of 25 Manitoba companies.
- Manitoba Trade and Investment and its foreign trade representative in Mexico worked with more than 40 Manitoba firms on in-market activities and market analysis to support the firms' efforts to enter the Mexico market.
- Manitoba Trade conducted 3 outgoing missions to Mexico with 10 Manitoba business participants.
- Manitoba hosted 2 incoming missions from Mexico

Latin America

Latin American markets have recorded substantial growth following the financial crisis in 2009. Manitoba exports to Latin America totaled \$286.1 million in 2010, an increase of 4.3% from 2009. GDP growth in Brazil for example averaged 5% annually since 2005. Manitoba exports to Brazil totalled \$42.7 million in 2010, an increase of 53.3% over 2009 exports of \$27.9. Farm equipment and grain handling sectors have led Manitoba export growth in the Brazil market. Emerging Latin American markets including Colombia, Uruguay , Panama and Chile provide opportunities for a number of Manitoba's export capable sectors.

Emerging Markets –India, Russia and the Middle East

India is the fourth largest economy in the world by Purchasing Power Parity and 11th largest measured by GDP. India continues to demonstrate robust growth, albeit slowed to 6.1% during the 2009 recession, and is predicted to be among the leading economies of the world by 2020. In 2010, Manitoba's exports to India totaled \$45.8 million, an increase of 10.1% from 2009. Manitoba has experienced substantial growth in value-added shipments to India including including bio-tech materials, machinery, equipment, plastics, minerals, vegetables and pulses.

In the Middle East, Manitoba has focused its efforts on Dubai, UAE, which is considered to be the gateway to the Middle East. Specifically the Big Five Construction and Builders Show which is the largest construction and building products trade show in the Middle East and is an excellent venue to showcase Manitoba's capabilities.

Highlights for 2009/10 included the following activities:

India

- Organized four trade missions to increase business and investment.
- Facilitated six Manitoba companies' programs and business meetings in India.
- Organized and participated in numerous business and investment incoming missions.
- Held seminar "Doing Business with India" for 35 Manitoba companies.
- Conducted six seminar presentations throughout India.
- Facilitated and supported 3 in-India missions of other government departments, including identifying potential partners, arranging meetings, providing contacts and organizing logistics.

South America, Mexico, and Emerging Markets

- Manitoba Trade hosted seven incoming missions from Colombia, Chile, Paraguay, South Africa, Brazil and 2 from the Philippines
- September 2010 – six Manitoba companies participated in Expolnter in Porto Alegre, Brazil
- July 2010 – Manitoba Trade led a mission of several Manitoba companies to participate in ExpoAgro in Bogota, Colombia
- October 2010 – Organized a group exhibit at AgroTech Russia in Moscow, Russia. Eighteen Manitoba companies participated with over 60 delegates participating. Sales projections from the event totaled \$50-\$60 million over 2 years.

United States

The U.S. continued to be Manitoba's largest international export market at \$6.5 billion which accounted for 63.9% of Manitoba's total foreign exports in 2010. Total imports from the USA in 2010 were \$11.0 billion or 79.5% of the total foreign imports into Manitoba.

Priority sectors included original equipment manufacturers (OEM) and agricultural equipment, agriculture, food products and beverage processing, life sciences, building products, knowledge-based industries, apparel and services.

In 2010/11 Manitoba Trade and Investment participated in numerous incoming and outgoing trade missions and group shows involving the U.S. market.

The U.S. is the primary target market to assist new and small Manitoba companies to become active in exporting. The U.S. was the market of choice for 38 applicants (50% of total applicants) approved under TAP – Trade Show component. In addition, there were 28 applicants (37% of the total applicants) approved for participation in trade shows held in Canada.

Highlights for 2010/11 included the following activities:

- April, 2010 – Manitoba Trade partnered with Manitoba Music in a trade show and mission to MUSEXPO in Los Angeles, CA, to promote Manitoba's music and audio recording capabilities. The target markets were music labels, video game publishers and television music supervisors; from Manitoba, 9 companies, 4 organizations and 4 independent artists representing 4 music groups attended.
- June 2010 – Attended the South East US – Canadian Provinces Alliance Conference in Mississippi.
- September, 2010 – Agri-food mission to Natural Products East Expo in Boston, MA. Six Manitoba companies participated in this event which is focused on the natural /organic food products industry.
- September, 2010 – Group exhibit at the Farm Progress Show, Boone, IA. This event targets agricultural /industrial companies.
- November, 2010 – Group exhibit to the Private Label Manufacturers Association Show in Chicago, IL. This is the largest event for the private label market annually held in North America.
- March, 2011 – Participated in Heli-Expo 2010 in Orlando, FL. This aerospace event targets the helicopter sector.
- March, 2011 – Agri-food mission to the Natural Products West Show in Anaheim, CA. This is the largest annual event focused on the natural products/organic sector in the United States.
- March, 2011 – Organized a group exhibit at CONEXPO-CON/AGG trade show in Las Vegas NV focussed on the construction industry and related sectors.
- March, 2011 – Sponsored and partnered in a trade show and mission to GDC (Game Developers Conference), 2011, San Francisco, CA to promote Manitoba's interactive digital media and video gaming industries. The mission comprised 27 participants from 12 companies and institutions.

Foreign Trade Representatives

In 2010/11, Manitoba Trade and Investment retained four contracted foreign trade representatives in priority markets. The representatives, located in China, Europe, India and Mexico, were responsible for identifying trade opportunities for Manitoba companies in their respective markets and providing in-market support to Manitoba firms. In the past year, these representatives worked with over 150 company requests by providing consulting services, market reports and direct in-market support. The representatives assisted Manitoba companies with new and ongoing sales of over \$15.0 million and potential sales of an additional \$15.5 million in their markets.

10-5(b) Manitoba Trade

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	\$	Variance Over (Under)	Expl. No.
Total Salaries & Employee Benefits	1,790	22.00	1,977	(187)	
Total Other Expenditures	1,487		1,551	(64)	
Total Grants	251		270	(19)	
Less: Recoverable from Urban Development Initiatives	(1,000)		(1,000)	-	
Total Expenditures	2,528	22.00	2,798	(270)	

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

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	Variance Over (Under)	Expl. No.
Amortization Expense	809	1,050	(241)	
Total Expenditures	809	1,050	(241)	

10-6(c) Costs Related to Capital Assets - Interest Expense

Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE	Variance Over (Under)	Expl. No.
Interest Expense	409	489	(80)	
Total Expenditures	409	489	(80)	

ENTREPRENEURSHIP, TRAINING AND TRADE

Reconciliation Statement

EXPENDITURE DETAILS	
2010/11 MAIN ESTIMATES	144,589
<p>MAIN ESTIMATES AUTHORITY TRANSFERRED FROM:</p> <ul style="list-style-type: none">• Enabling Appropriations<ul style="list-style-type: none">- Canada-Manitoba Enabling Vote- Internal Service Adjustments	<p>5,851</p> <p>1,159</p>
2010/11 ESTIMATE	151,599

**Entrepreneurship, Training and Trade
Expenditure Summary
For Fiscal Year Ended March 31, 2011 (with comparative figures for the previous year)**

Estimate 2010/11 \$	Appropriation	Actual 2010/11 \$	Actual 2009/10 \$	Increase (Decrease) \$	Expl. No.
	10-1 Administration and Finance				
37	(a) Minister's Salary	37	42	(5)	
	(b) Executive Support				
562	(1) Salaries and Employee Benefits	573	609	(36)	
73	(2) Other	71	71	-	
	(c) Financial and Administrative Services				
1,503	(1) Salaries and Employee Benefits	1,539	1,489	50	
402	(2) Other	356	341	15	
(150)	(3) Less: Recoverable from other appropriations	(150)	(150)	-	
	(d) Policy, Planning and Coordination				
783	(1) Salaries and Employee Benefits	752	825	(73)	
237	(2) Other	213	214	(1)	
	(e) Manitoba Bureau of Statistics				
818	(1) Salaries and Employee Benefits	750	805	(55)	
393	(2) Other	429	388	41	
(60)	(3) Less: Recoverable from other appropriations	(67)	(53)	-14	
4,598	Total 10-1	4,503	4,581	(78)	
	10-2 Business Services				
	(a) Industry Development-Financial Services				
1,137	(1) Salaries and Employee Benefits	1,002	1,042	(40)	
333	(2) Other	300	266	34	
	(3) Industry Development-Program Delivery				
11,444	(a) Manitoba Industrial Opportunities Program	8,469	9,131	(622)	
1,173	(c) Manitoba Business Development Fund	1,378	1,629	(251)	
2,081	(d) Third Party Managed Capital Funds	1,404	3,041	(1,637)	1
(8,810)	(e) Less: Interest Recovery	(4,416)	(4,202)	(214)	
	(b) Industry Consulting and Marketing Support				
845	(1) Salaries and Employee Benefits	708	726	(18)	
331	(2) Other	298	300	(2)	

Estimate 2010/11 \$		Appropriation	Actual 2010/11 \$	Actual 2009/10 \$	Increase (Decrease) \$	Expl. No.
	(c)	Small Business Development				
1,261		(1) Salaries and Employee Benefits	1,212	1,249	(37)	
652		(2) Other	634	650	(16)	
60		(3) Grants	60	60	-	
	(d)	Business Immigration and Investment				
318		(1) Salaries and Employee Benefits	318	329	(11)	
69		(2) Other	69	57	12	
	(e)	Competitiveness Initiatives				
348		(1) Salaries and Employee Benefits	264	282	(18)	
200		(2) Other	205	96	109	
6,818	(f)	Economic Partnership Agreement	6,817	7,977	(1,160)	2
18,260		Total 10-2	18,722	22,633	(3,911)	
	10-3	Labour Market Skills Development				
	(a)	Office of the Senior Executive Director				
461		(1) Salaries and Employee Benefits	480	390	90	
265		(2) Other	266	244	22	
	(b)	Hydro Northern Training Initiatives				
-		(1) Salaries and Employee Benefits	-	-	-	
-		(2) Other	-	61	(61)	
-		(3) Training Support	-	1,000	(1,000)	3
	(c)	Industry Workforce Development				
744		(1) Salaries and Employee Benefits	751	690	61	
132		(2) Other	133	130	3	
1,825		(3) Training Support	2,025	1,794	231	
	(d)	Apprenticeship				
4,152		(1) Salaries and Employee Benefits	4,408	4,157	251	
2,132		(2) Other	1,959	2,119	(160)	
9,995		(3) Training Support	10,004	10,257	(253)	
(2,497)		(4) Less: Recoverable from Canada-Manitoba Labour Market Agreement	(2,231)	(2,497)	266	

Estimate 2010/11 \$	Appropriation	Actual 2010/11 \$	Actual 2009/10 \$	Increase (Decrease) \$	Expl. No.
	(d) Employment Manitoba				
6,185	(1) Salaries and Employee Benefits	5,498	4,836	662	
2,508	(2) Other	2,670	2,417	253	
7,865	(3) Training Support	10,753	7,673	3,080	4
(300)	(4) Less: Recoverable from Family Services and Housing	(300)	-	(300)	
	(f) Canada-Manitoba Labour Market Development Agreement				
7,388	(1) Salaries and Employee Benefits	7,141	7,153	(12)	
989	(2) Other	1,023	1,089	(66)	
57,400	(3) Training Support	56,995	58,328	(1,333)	
2,600	(g) Industry and Labour Force Investment Fund	2,188	2,099	89	
	(h) Canada-Manitoba Labour Market Agreement				
893	(1) Salaries and Employee Benefits	2,310	356	1,954	5
543	(2) Other	902	509	393	
22,383	(3) Training Support	22,757	22,184	573	
(5,145)	(i) Less: Recoverable from other appropriations	(4,912)	(2,526)	(2,386)	6
120,518	Total 10-3	124,820	122,463	2,357	
	10-4 Community and Economic Development				
	(a) Community and Economic Development Committee Secretariat				
1,575	(1) Salaries and Employee Benefits	1,415	1,343	72	
332	(2) Other	396	298	98	
	(b) Premier's Economic Advisory Council				
194	(1) Salaries and Employee Benefits	253	163	90	
280	(2) Other	251	935	(684)	
2,381	Total 10-4	2,315	2,739	(424)	

Estimate 2010/11 \$		Appropriation	Actual 2010/11 \$	Actual 2009/10 \$	Increase (Decrease) \$	Expl. No.
	10-5	International Relations and Trade				
	(a)	International Relations				
791		(1) Salaries and Employee Benefits	780	803	(23)	
714		(2) Other	826	578	248	
	(b)	Manitoba Trade				
1,977		(1) Salaries and Employee Benefits	1,790	1,737	53	
1,551		(2) Other	1,487	1,467	20	
270		(3) Grants	251	263	(12)	
(1,000)		(4) Less: Recoverable from Urban Development Initiatives	(1,000)	(1,000)	-	
	(c)	Manitoba Office in Ottawa				
-		(1) Salaries and Employee Benefits	-	229	(229)	
-		(2) Other	-	65	(65)	
4,303		Total 10-5	4,134	4,142	(8)	
	10-6	Costs Related to Capital Assets				
	(a)	Desktop Services				
-		Enterprise Software Services	-	-	-	
1,050	(b)	Amortization Expense	809	809	-	
489	(c)	Interest Expense	409	335	74	
1,539		Total 10-6	1,218	1,144	74	
151,599		TOTAL ENTREPRENEURSHIP, TRAINING AND TRADE	155,712	157,702	(1,990)	

Explanations:

- 1 *Larger provisions booked in 2009/10 versus 2010/11*
- 2 *2009/10 higher expenditures resulting from overlap of old and new EPA agreements*
- 3 *Program has ended.*
- 4 *New Targeted Initiative for Older Workers program in 2010/11 and Employment Income Assistance activity has increased from 2009/10.*
- 5 *Increase in Labour Market Agreement activity*
- 6 *Recovery authority has increased in 2010/11.*

**Entrepreneurship, Training and Trade
Revenue Summary by Source**

For Fiscal Year Ended March 31, 2011 (with comparative figures for the previous year)

Actual 2009/10 \$	Actual 2010/11 \$	Increase Decrease) \$	Source	Actual 2010/11 \$	Estimate 2010/11 \$	Variance \$	Expl. No.
Current Operating Programs:							
Government of Canada							
17	-	(17)	Canadian Agricultural Skills Service	-	-	-	1
63,508	62,929	(579)	Labour Market Development	62,929	63,007	(78)	
20,523	25,969	5,446	Labour Market Agreement	25,969	23,797	2,172	2
-	1,136	1,136	Targeted Initiative for Older Workers	1,136	-	1,136	3
84,048	90,034	5,986	Sub-Total	90,034	86,804	3,230	
Other Revenue							
476	474	(2)	Fees	474	464	10	
4,926	4,883	(43)	Sundry	4,883	7,116	(2,233)	4
5,402	5,357	(45)	Sub-Total	5,357	7,580	(2,223)	
89,450	95,391	5,941	TOTAL REVENUE	95,391	95,802	1,007	

Explanations:

Comparison to Previous Year:

- 1 Elimination of CASS program in 2009/10
- 2 Partial use of revenue deferred from 2009/10
- 3 New Targeted Initiative for Older Workers Program

Comparison to Estimate:

- 2 Increase in LMA program spending matched by draw down of deferred revenue.
- 4 Lapse of PNP-B/MOF funding due to incomplete projects, lapse of EPA funding.

FIVE YEAR HISTORY
Entrepreneurship, Training and Trade
Five-Year Expenditure and Staffing Summary by Appropriation (\$000s)
For Five Years Ended March 31, 2011

Appropriation	Actual/*Adjusted Expenditures									
	2006-2007		2007-2008		2008-2009		2009-2010		2010-2011	
	FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
Administration and Finance	45.00	3,917	45.00	3,944	45.00	4,270	45.00	4,589	45.00	4,503
Business Services	56.50	13,183	59.50	18,270	59.50	22,991	59.50	22,633	59.50	18,722
Labour Market Skills Division	262.80	75,870	267.80	80,966	272.80	97,382	286.30	119,966	288.80	124,820
Community and Economic Development	14.00	1,881	14.00	1,804	14.00	1,908	17.00	2,738	17.00	2,315
International Relations and Trade	34.60	3,344	33.00	3,396	33.00	3,962	33.00	4,142	31.00	4,134
Costs Related to Capital Assets		871		826		849		1,144		1,218
TOTAL OPERATING	412.90	99,066	419.30	109,206	424.30	131,362	440.80	155,212	441.30	155,712
Expenditures Related to Capital		310		1,848		2,053		601		3,406
TOTAL	412.90	99,376	419.30	111,054	424.30	133,415	440.80	155,813	441.30	159,118

* - 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 2010-11 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

Your comments on performance measures are valuable to us. You can send comments or questions to mbperformance@gov.mb.ca

Business Development Indicators

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
<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"> i. The creation of new Venture Capital Partnerships; ii. The amount of capital invested in any one year; iii. The number of managers of Venture Capital Partnerships 	<p>As of March 31, 2011 there was in aggregate \$87.6 million of outstanding committed capital available from the six Venture Capital Partnerships.</p>	<p>In 2009/10 there was \$116.5 million outstanding committed capital \$123.2 million in (2008/09) 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 2010/11, approximately \$169.5 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>

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
<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 2010, 8 companies were approved to issue equity of which three, in aggregate, raised \$1,793,750 (preliminary) from 18 Manitoba investors.</p>

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
<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"> - New MIOP dollars invested in the 1999/2000 fiscal year was \$10.4 million. - 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. 	<p>Indicators include:</p> <ul style="list-style-type: none"> - As at March 31, 2011 the program has 20 active loans totaling \$87.9 million under management with \$2.3 million of new loans approved in 2010/11. - The new loans levered \$5.3 million in additional capital, for a total Manitoba investment of \$7.6 million. 	<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 \$790.9 million worth of private sector investment since March 31, 2000.</p>	<p>The global economic recession has resulted in reduced program uptake in 2010/11.</p>

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
<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 101,000 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 2010/2011 was \$1,796,169.</p>	<p>Program enhancements since 2006 have resulted in an increased number and amount of Business Start Loans.</p>	

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
<p>3. <i>Jobs Created & 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 28 jobs were supported by the MIOP Program in 2010/11.</p> <p>As at March 31, 2011 the program has 20 active loans under management, with 5,477 Manitoba full time equivalent jobs required per the loan agreements and 5,158 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 8,837 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, 74 jobs were created in 2010/2011 (45 full-time plus 29 part-time). This represents a 3% 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>	

Labour Market Indicators

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
4. 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 training¹</p> <p>(4) 1999/00 - 1,296 new apprenticeship applications registered</p>	<p><u>Participation in key training initiatives</u> -</p> <p>(1) 2010/11 – 8,235 active apprentices</p> <p>(2) 2010/11 Journeyman Certification Apprenticeship: 1,143 Trades Qualifications: 248 Total: 1,391</p> <p>(3) 2010/11 – 4,260 total number of apprentices attending in-school technical training²</p> <p>(4) 2010/11 – 2,170 new apprenticeship applications registered</p>	<p>(1) Increase the number of active apprentices increased at the end of fiscal year 2010/11 by 122% since the beginning of the 1999/00 fiscal year</p> <p>(2) Increase The number of Journeyman Certificates increased by 131% from 1999/00 to 2010/11</p> <p>(3) Increase by 40% from 2006/2007 to 2010/11</p> <p>(4) Increase by 67% from 1999/00 to 2010/11</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 12% of all active apprentices in Manitoba, as of March 2011.</p>

¹ This is a fiscal year (April 1, 2006 to March 31, 2007) count and should not be used to calculate the measurement of the 4000 seat commitment which is based on an academic year (September 1 – August 31).

² This is a fiscal year (April 1, 2010 to March 31, 2011) count and should not be used to calculate the measurement of the 4000 seat commitment which is based on the academic year (September 1 – August 31). Note that this indicator will differ from those reported publicly.

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
		Between April 1, 2001 and March 31, 2002, 74 individuals participated in training activities through the Hydro Northern Training and Employment Initiative.	Between April 1, 2001 and March 31, 2010, 2,613 individual trainees participated in 6,462 training activities through the Hydro Northern Training and Employment Initiative ³ .	The HNTI initiative is now complete.	The Hydro Northern Training and Employment Initiative (HNTEI) was a multi-year, training and employment strategy to enable northern Aboriginal residents to prepare for jobs on the proposed northern hydroelectric projects. The project ended March 31, 2010.

³ In ETT's 2009/10 annual report data for HNTEI were only current until December 31, 2009. These data now account for the entire initiative which expired on March 31, 2010.

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
		2001/02 Employment Manitoba - Skills Development Program Individuals supported: 3,733 participants.	2010/11 Employment Manitoba - Skills Development Program Individuals supported: 5,310 participants ⁴ .	Longer term trend of increase. Slight year over year decrease of 6% (5,662 participants in 2009/10), but still increase over pre-downturn levels.	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.

⁴ Number of individuals beginning a skills development service (LMDA, LMA, or ETS appropriation) with Employment Manitoba (excluding apprentices) between April 1, 2010 and March 31, 2011. This includes participants beginning the second year of a two year program.

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
		1999/00 Industry Workforce Development 7,310 participants	2010/11 Industry Workforce Development 23,669 participants ⁵ trained/year	<p>Increase. The number of workplace development participants has increased annually from 1999/2000.</p> <p>Number of participants has increased by 224% between 1999/00 and 2010/11.</p> <p>28% increase in the number of participants from 2009/10 to 2010/11. Industry Workforce Development had 18,500 participants in 2009/10.</p>	Industry Workforce Development provides support to industry for human resource development and workplace training through partnerships with Sector Councils, business and industry associations. The numbers of workplace training participants have increased annually from 1999/2000.

⁵ Includes sectoral training initiatives, industry development courses and workplace essential skills training programs.

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
5. 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	2010/11 Job Bank Total number of job orders posted: 29,313	<p>Longer term trend of increase</p> <p>Overall between 2001/02 and 2010/11 the number of job orders posted increased by 62%. However, during the economic downturn postings decreased.</p> <p>There was a slight increase of 3% in the number of jobs posted from 2009/10 (28,534) to 2010/11 (29,313). This slight increase in job postings in 2010/11 has not returned to the pre-downturn posting levels.</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.

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
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	2010/11 Employment Manitoba - Employment Services for Individuals Total Clients Served: 35,202	Year over year decrease of 3.1% (36,334 total clients served in 2009/10) The long term trend is stable. After years of decline, the number of total clients served has been increasing and is consistent with the baseline year.	Employment Manitoba saw a slight decrease in the number of clients served in 2010/11 over 2009/10. However, in 2009/10 Employment Manitoba served the highest number of clients in over a decade, which can be attributed, in part, to the economic downturn.

⁶All 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, 2010 and March 31, 2011. This includes participants beginning the second year of a two year program.

Trade Indicators

<i>What is being measured and how?</i>	<i>Why is it important to measure this?</i>	<i>Where are we starting from? (baseline measurement)</i>	<i>What is the most recent available value for this indicator?</i>	<i>What is the trend over time for this indicator?</i>	<i>Comments/recent actions/report links</i>
6. We are measuring the export readiness of Manitoba companies by tracking the number of companies assisted to explore new markets and / or expand within existing markets through participation in tradeshows and missions.	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 2005/06 fiscal year, 100 companies reported either first time exports or exports to new markets.	In 2010/11, Manitoba Trade and Investment supported 125 Manitoba companies and organizations to explore new markets and expand within existing markets through participation in trade shows and trade missions.	The trend over time indicates that Manitoba companies continue to be aware of the importance of exporting and are exploring new export opportunities. 2010/11 saw a decrease in the number of companies assisted, down from 131 in 2009/10, possibly due to the negative global economy.	Manitoba Trade's 2010/11 company database lists 1,936 companies who are active and/or interested in exporting out of a total listing of 4,410 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 2010-2011:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2010-2011
The number of disclosures received, and the number acted on and not acted on. <i>Subsection 18(2)(a)</i>	NIL
The number of investigations commenced as a result of a disclosure. <i>Subsection 18(2)(b)</i>	NIL
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>	NIL

PART B - CAPITAL INVESTMENT

Capital Investment is provided in the Estimates of Expenditures under Part B. For the year ended March 31, 2011, the department's capital authority provided for the acquisition, development and enhancement of information technology systems to support business processes, communication, training and international relations.

Part B - Capital Investment				
Expenditures by Sub-Appropriation	Actual 2010/11 \$	Estimate 2010/11 FTE \$	Variance Over (Under)	Expl. No.
B.10(a) MBESO*	3,406	3,407	(1)	
Total Capital	601	789	(1)	

*Manitoba for Business and Employment Services Online

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
2010-2011 Fiscal Year

FEASIBILITY STUDIES/PROJECTS	223,905
NEW BUSINESS ASSISTANCE - TECHNOLOGY COMMERCIALIZATION	1,054,612
GRANT ASSISTANCE – SMALL BUSINESS DEVELOPMENT	60,000
SPECIAL ASSISTANCE	99,257
GRANT ASSISTANCE – MANITOBA TRADE	<u>248,175</u>
	<u>\$ 1,685,949</u>

APPENDIX C

FINANCIAL INFORMATION

Entrepreneurship, Training and Trade
Listing of Business Assistance
2009-2010 Fiscal Year

FEASIBILITY PROJECTS/STUDIES

BeeMaid Honey	20,000
Daher Manufacturing	16,825
FWS	20,925
International Truck Body #1	17,078
International Truck Body #2	7,922
Labels Unlimited	10,950
Langui Systems	15,600
Meal Metrics	25,000
Nestibo Agra	11,250
Portage and Main Press	14,775
Precision Metalcraft	7,425
South-East Forest Products	25,000
Westland Fasteners	6,000
Westland Plastics	19,155
Wild West Seasoning	6,000
	<hr/>
	\$ 223,905

NEW BUSINESS ASSISTANCE - TECHNOLOGY COMMERCIALIZATION

Alternative Heating System	34,784
Clinicard	100,000
Coldwin Software Solutions	100,000
Cord Bug	11,616
Dexter Felix Solutions	5,000
ERL Phase	72,411
Global Wind Group	46,293
HippoFM	91,153
Invenia Technical	46,967
K9 Storm	67,627
Kane Biotech Inc	31,193
PassRules Canada Security	69,321
Schwitzer-Mauduit	100,000
Score Advertising	24,974
SMT Research #2	29,141
Superior Finishes	11,018
Solara	23,440
Triple Three Biotech Development	11,058
Vista Medical	40,619
Winnipeg Pattern and Model Works	100,000
WorkerBee TV	38,000
	<hr/>
	\$ 1,054,612

SMALL BUSINESS DEVELOPMENT

Manitoba Marketing Network Inc	60,000
	<u>\$ 60,000</u>

SPECIAL ASSISTANCE

Internal Trade Secretariat – EPA	7,454
St. Leon Interpretive Centre	15,000
Uniquely Manitoba Giftshow	10,000
ANIM	25,000
BizPal	41,803
	<u>\$ 99,257</u>

MANITOBA TRADE

A Tall Giraffe	183
Accurate Dorwin	3,000
Apotex Fermentation	3,000
Aquaventronics	3,000
Beardsell Guitars	575
Best Cooking Pulses Inc.	4,299
Bisou Bath & Body	2,284
Blue Meadow Designs	1,200
Blue Moon	3,000
Blueberry Hill Books	1,550
Botanical PapeWorks Inc.	3,750
Briscoe Solutions	1,745
Cadorath Group	3,000
Canadian Dimension Magazine	4,230
CanaDog Supply	4,799
Carpathia Candles Inc.	5,088
Celestial Designs Inc.	3,000
Challenger Manufacturing Ltd.	3,000
Childcarepro	3,011
Cogmation Robotics	2,500
Concierge One	2,400
Cool Curling	4,590
DACAPO Productions Inc.	750
drinkme Beverage Co.	2,200
Dufort Industries Ltd.	3,000
E & E Newfield	550
Ecolicious Equestrian	2,335
Elman's Food products	3,000
Emerge Knowledge	2,311
E-Mission Free Inc.	750
ERLPhase Power Technologies	6,010
Finn Woodworks (MB) Ltd.	750
Florian Vorreiter Lutherie	716

Foampak Inc.	532
Forever Remember	650
Four-Colour IT Solutions	750
Funky Fleece	600
Geez Magazine	910
General Window Products of Canada	809
Genesis Inc.	2,750
Geoxergy Systems	3,250
Greaseman Jack Inc.	750
Greaseman Jack Inc.	500
Great West Van Conversions	3,000
Heartland International English School	2,750
Hemp Oil Canada Inc.	5,500
High Tea Bakery Corp.	750
HiQual Engineered Structures Ltd.	3,702
InfoTech Inc.	725
Interpersonal Wellness Services Inc.	313
Julie Pedersen Clothing & Design	840
K9 Pro Wear	6,250
Kane Biotech Inc.	223
Klas Clothing	1,279
Les Editions des Plaines	1,662
Les Kletke Communications Inc.	500
Lifesong Photobooks	1,245
Loveable Creations	2,350
Manitoba Starch Products	2,300
Mercury Specialty Products Inc.	3,000
Mid-Continental Dental Company Ltd.	750
Mindstage	750
MJAnne Couture	3,000
Modern Earth Inc.	1,395
Monarch Pest Control	2,712
Movada Media Inc.	1,895
MTM	2,422
Northscaping Inc.	1,025
Odanah Custom Fabricating Ltd.	2,106
Oi Furniture	3,750
OMT Technologies Inc.	3,000
OTR Recycling Corp.	750
Ozz media corp.	250
Parkwest Projects Ltd.	2,328
Parrott Ventures	689
Patient puppets Inc	975
Piccola Cucina Inc.	1,245
Pipestar International Inc.	1,711

Pivot Advisory Services	3,250
Portage & Main Press	1,150
Prairie Flax Products Inc.	3,000
Prairie Global	3,250
Prairie Point Ltd.	800
Presence Enterprises	750
PTDial Corporation	2,400
Quadivator Inc.	2,646
Ram Air Gear Dryer	3,150
Rana Respiratory Care Group	2,700
Red River Press Inc.	2,500
Rising Sun Productions Inc.	509
S & V Manufacturing Ltd.	1,575
Score Advertising	1,310
Shape Foods Inc.	600
Shoal Lake Wild Rice	750
Silk Angel	1,155
Sky Oyster Music	825
SMT Research	2,500
Solara Remote Data Delivery Inc.	3,000
Sosie Foods	425
Stage Left Communications	750
Stoneland Orchard	2,000
Sunpeak Foods	3,000
Sunshine Records	2,500
TBC (Canada) Inc.	3,250
The Honey Shack	425
The Proactive Circle	2,975
The Sling Sisters	3,000
Topsyn Flexible Packaging Ltd.	709
TrackItBack	2,300
Truss Fab Inc.	1,850
Ultimate Music Theory Ltd.	3,314
UnionWare	750
Vari Tech Systems Inc.	660
Velvet Plume	500
Virginia's Soap Ltd.	1,930
Wanda June	4,343
Wardrop Eng. Inc.	3,000
West Wind Stables	297
Western Steel & Tube Ltd.	1,100
Westwind Stables	375
Wild Man Ricing	750
Wild Rose Pottery	1,690
Willow Brook Equine Wellness	1,000

Win Door Automation	1,045
Wolf Trax	911
Xports International Inc.	134
Xpotential Products	1,155

\$ 248,175.43
