

ABORIGINAL HUMAN RESOURCE
DEVELOPMENT COUNCIL OF
CANADA

ANNUAL REPORT
FOR THE PERIOD APRIL 1, 1999-MARCH 31, 2000

The job ahead for the Aboriginal Human Resource Development Council of Canada will indeed be challenging. We are confident that the spirit of partnership will prevail and that together we can create a better tomorrow - a better Canada - a better future for Aboriginal people that increases Aboriginal peoples' participation in the Canadian Economy.

-Ray Ahenakew & Eric Newell
(On behalf of the Council's
Founding Champions)

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THE ABORIGINAL HUMAN RESOURCE DEVELOPMENT COUNCIL OF CANADA

The Aboriginal Human Resource Development Council of Canada (AHRDCC) was one of the strategies put forth by the Government of Canada in “Gathering Strength – Canada’s Aboriginal Action Plan”. This plan was developed in response to the recommendations of the Report on the Royal Commission on Aboriginal Peoples. It is one of the strategies for a longer-term approach to employment and training.

The Aboriginal Human Resource Development Council of Canada (AHRDCC) is one of 28 sector Councils in the Human Resources Development Canada’s Sectoral Partnerships Initiative (SPI). Sector councils are permanent organizations that bring together representatives from business, labour education and other professional groups in a neutral forum in order to comprehensively and cooperatively analyze and address sector-wide human resource issues. SPI provides money and support to private and sector-led human resource projects. Since 1986, the federal government has provided about \$176 million to support sectoral partnerships in addition to \$264 million provided by the private sector.

The Aboriginal Human Resource Development Council was incorporated in 1999 and brought together government, Aboriginal leaders and industry - to build partnerships and coordinate private sector investment in Aboriginal human resource development strategies.



VISION STATEMENT

To create partnerships resulting in career opportunities for Aboriginal people leading to full participation in the Canadian economy.

MANDATE

The Council's mandate is to improve Aboriginal peoples' participation in the Canadian economy and enhance aboriginal opportunities. AHRDCC will:

- Promote and influence employment and training strategies for the private and public sector as well as for Aboriginal organizations;
- Promote the best-case practices of corporations, educational institutions, governments and Aboriginal groups in human resource development and in career development;
- Develop a communications strategy that will concentrate on public relations to all Stakeholders;
- Act on innovative pilot programs with demonstrable results;
- Act as a catalyst to eliminate barriers to business entry and career development; and
- Strongly support and encourage educational institutions and businesses to share strategies to match accurate skills for future opportunities where Aboriginal youth can benefit.



CHAMPIONS MESSAGE

The Aboriginal Human Resource Development Council of Canada has taken some important steps in the past year. The Champions have contributed to the Council's agenda with a mixture of pride and anticipation of the accomplishments that it will undoubtedly achieve as a result of the foundations that have been laid in the past year.

When the Champions met in Calgary this past November 1999, we met as a group for the first time. Each of us, as a Champion, shares the common vision of Aboriginal people achieving their rightful place as full participants in the Canadian economy. The opportunity to meet as a group gave each of us renewed resolve in our important mission.

The Council can play an important role to increase Aboriginal employment and economic opportunities in areas of the Canadian economy where they have not traditionally been represented. A commitment to education strategies is necessary for Aboriginal people to acquire the education, training and skills they need to become leaders in our country's economic growth sectors. Through longer term initiatives the Council will play a major role helping young Aboriginals to become more knowledgeable about a broader range of career opportunities than they have traditionally considered. The Champions are therefore fully supportive of the Council's career development initiatives.

In addition to building Aboriginal peoples' knowledge of career opportunities, it is equally important to change attitudes among employers as well. For this reason, the

Champions have been instrumental in the Council's development of a national communications plan that will seek a change in attitudes among corporate Canada's business elite. We have an opportunity, through the Council's communications plan, to encourage corporate Canada to become more receptive to developing human resource strategies that can help Aboriginal people to realize their aspirations. Champions had the opportunity in Calgary to contribute to this national plan at its formative stages. We believe that this communications plan will help enlist corporate Canada's significant resources in the cause to increase Aboriginal opportunities.

The Council has narrowed its focus on strategic sectors of the Canadian economy where they will develop innovative human resource and employment pilot projects. Through these pilots the Council will help to create employment opportunities for Aboriginal people. This is only the beginning. As the Council gains experience, it is uniquely positioned, as a national organization, to replicate the successful results of its pilot programs to other regions of Canada where Aboriginal unemployment is equally a challenge. The Champions have encouraged the Council to adopt a sectoral approach - to be strategic in its focus and to work with industry to develop solutions to growing labourmarket issues.

The Champions have been pleased to have the opportunity to guide the Council in its formative stages as it gears up to delivering programs and services that are instrumental in helping Aboriginal people to achieve real employment gains.



Eric Newell and Ray Ahenakew on behalf of the Founding Champions

CO-CHAIRS MESSAGE

The Board of Directors met 4 times in 1999. In its second year of operations, the Aboriginal Human Resource Development Council of Canada has benefited from the strategic focus that it has adopted - gradually forging a results-orientated agenda. It is developing a number of pilot initiatives that seek solutions to critical supply and demand issues that will increase Aboriginal peoples' entry to Canadian labour markets.

The Council has initiated five projects that will help to create employment opportunities for up to 500 Aboriginal people through partnerships. All of the pilots share a common approach to doing business.

The Council develops partnerships with industry, government, Aboriginal groups, educational partners and labour organizations - coalescing these interests to support the development of multi-party training strategies. Some of the pilots share a common approach to doing business, that is, the formation of multi-party training plans that lead to specific training-to-employment strategies. In 1999, two such programs were started in areas of the economy and in geographic centres where Aboriginal unemployment is most severe. These projects have a minimum three-year horizon. The programs are innovative, cost effective and will result in new employment opportunities for Aboriginals in areas of the Canadian economy where they are currently under-represented.

In addition to its pilot programs, the Council has ventured into other areas that will help it to achieve its mandate. In 1999 the Council laid the foundations for a 3-Year Communications Campaign to increase

corporate Canada's awareness of and support for Aboriginal employment and human resource issues. The campaign will be creative and high energy - focusing on the new Aboriginal labourforce and the solution it offers to Canadian labourmarkets. It will be the first such campaign in Canada to tackle the difficult and complex issues that underlie Aboriginal employment and Aboriginal participation in the Canadian economy.

Communications will be an important focus for the Council in the future. In 1999 it launched a new Website and it is preparing the first issue of its newsletter that is scheduled to be released in Spring 2000. These media will provide the Council with a way of communicating with Aboriginal organizations, industry and other audiences on a regular basis. The Council's intention is to become a leading distributor of Aboriginal career development, education and human resource information. It will also conduct research in these areas. Next year, as a follow-up, the Council will work with partners to develop plans for the improved distribution and production of quality career products for Aboriginal people.

In 1999, the Council moved from the consultation phase that marked its first year and has now crystallized its business and operations plan for the next three years. In addition to its focus on communications, research and pilot employment projects, it will gradually broaden its network of partnerships with Aboriginal organizations, government, industry and educational facilities to seek solutions to Aboriginal employment and human resource issues. The Council looks forward to working with its partners to achieve results and to assist

Aboriginal people to become full participants in the Canadian economy.

Bob Loader and Allan McLeod
Co-Chairs

THE PRESIDENT'S REPORT

The 1999/2000 fiscal year has been a dynamic year for the Council. In order to achieve the Council's mandate of increasing Aboriginal participation in the Canadian economy, the Council developed initiatives in three areas: Communications, Industry-based projects and Career Development.

The very successful Champions meeting in Calgary (November 1999) provided an opportunity to harness the ideas of the Founding Champions. The Champions stressed the importance of embarking upon new and innovative approaches; results-oriented projects initiatives and an innovative national communications strategy.

Over the last six months, the Council completed the framework for a three year communications plan, developed a request for communications proposals to manage the three year plan and have taken steps to secure funding in order to progress to the implementation phase.

The goal of the communications campaign is to improve and change attitudes among corporate Canada. Corporate Canada will meet the new Aboriginal workforce for the first time in a wide far-reaching media campaign. This campaign will motivate corporations to realize the benefits of employment and partnership strategies and to act accordingly to increase the Aboriginal component of their workforces.

The Council's five industry based project initiatives will increase Aboriginal participation in the Canadian economy by

targeting 500 aboriginal employment opportunities. We have targeted five industry sectors and expect to conduct further economic "outlooks" next year. The Council has partnered with industry, Aboriginal groups, various governments, labour organizations and educational institutions to develop these industry-based project proposals. The Council is seeking funds to launch these initiatives in 2000.

The career development initiatives will assist Aboriginal youth, Human Resource Development Agreement Holders, public and private organizations to address career awareness, career development and career information needs. To our knowledge, no other national organization has conducted applied research in career information resources for Aboriginal people.

Our Career Awareness Project identified career development products being used successfully by Aboriginal agencies and organizations across Canada. The research also uncovered that there are over 6,000 career development products; assessing and communicating this information to Aboriginal organizations and agencies will be the focus of future projects.

After 18 months, AHRDCC is still a relatively new organization. We have progressed from the formative stages, completed a series of strategic planning documents; expanded staff from two to six; and started to build a network of contacts and partnerships. The Council's management team have put into place, an operations plan to implement and execute a number of innovative concepts.



We expect to increase our network of partnerships with Aboriginal organizations, industry, governments, educational institutions and labour organizations. The

Council's activities this past year are confirmation of our commitment to improve Aboriginal peoples' participation in the Canadian economy.

Kelly Lendsay, M.B.A.
President

COUNCIL ACTIVITIES

Our Council's ability to focus on a few strategic areas - and do them well - is a good approach. It is a business-like approach to our mission. We must have a very clear understanding of our niche among the various government and non-governmental organizations that share similar mandates. Our ability to come up with a focused plan that brings benefit to all parties concerned really assumes that we have a good understanding of our respective roles. To this end, the Business and Strategic Plan focuses on four strategic directions with four key goals.

1. Employment Strategies

To explore, assess and support innovative employment development strategies.

Innovative Pilot Projects

During the 1999 reporting period, the Aboriginal Human Resource Development Council of Canada laid the foundation for four pilot projects that will help Aboriginal people to meet the needs of Canada's changing labour markets. Many sectors of the Canadian economy are facing growing labour shortages as the Canadian workforce ages and retirees and industries expand. The Council's pilot projects bring together industry, Aboriginal organizations, educational facilities and government. The Council is both a catalyst and a partner, developing multi-partner training programs in four growth areas of the Canadian economy. These programs form the basis for the Council's Agenda for Action.

We are seeking to develop economic opportunities and employment for Aboriginal people. Our challenge is to develop our human resources by helping people acquire the necessary skills, credentials and experience.

The Saskatchewan forest industry holds great promise for the future, but we will only realize the benefits of sustainable and responsible resource management if our workforce is capable, competitive, and competent.

If is gratifying to see the emphasis on partnerships provided by AHRDCC and the high degree of cooperation among industry partners they have helped foster; this forestry partnership initiative will be the first of its kind in Canada.

-Ray McKay



i) A Human Resource and Employment Strategy for Aboriginal People In Canada's Forest Industry and Building Products Sector

The Council is partnering with Northlands College and Kitsaki Management Limited Partnership to develop a Multi-Party Training Plan in the northern Saskatchewan Forest sector. Through this initiative, up to 15 firms in the forest industry will pool their resources and expertise to develop employment opportunities for Aboriginal people in the forest industry sector. Among the firms working with the Council are Weyerhaeuser, Millar Western, Wapweeka, La Ronge Sawmill, and Northwest Communities Wood Products. The high degree of industry cooperation is one of the key strengths of this initiative.

ii) Developing an Aboriginal Human Resource Strategy for Canada's Environmental Industries

The Council has teamed up with the Canadian Council For Human Resources In The Environment Industry to develop a National Human Resource Strategy that will improve Aboriginal participation and employment opportunities in Canada's environment sector. There are approximately 221,000 Canadians employed in the \$22.2 billion environment sector. This is a fast-growing area that is already facing severe labour shortages. Last year 4,200 vacancies were identified. Aboriginal people have the opportunity to become leaders in this important sector.

iii) A Three-year Plan to Encourage Aboriginal Participation in Canadian Trades' Labour Markets

The Aboriginal Human Resource Development Council has struck a National Standing Committee on Apprenticable Trades to implement some of the key recommendations of the report about Aboriginal Participation in Apprenticeship: Making It Work, (1999). The implementation plan, spread over three years, focuses on two priorities. An awareness program will seek to remove the main barriers that impede Aboriginal entry to the trades. The second priority is to increase Aboriginal employment through the delivery of a multi-party training program at the Alberta oil sands expansion project.

iv) Training to Employment: Preparing Aboriginal People for the Information Technology Sector

The Council is partnering with the Software Human Resource Council of Canada and some leading information technology firms to develop ways of increasing Aboriginal entry into the information technology sector. According to recent labourmarket surveys, 88% of Canadian advanced technology businesses believe they face a skills shortage. Many jobs remain open because of this shortage. Fifty-four percent of surveyed companies report that employment opportunities have been open for at least three months. The problem is especially acute in medium to large sized companies. The Council is working with this industry to encourage the education, training and hiring of Aboriginal people.

These projects are "results-oriented" providing labour market solutions to specific sectoral needs. Training to employment strategies are seen as a way of creating sustainable employment for Aboriginal people. The Council, as a national organization, is uniquely positioned to roll-out the pilots to others parts of Canada as the project details are worked through and best-practices are developed.



-does this go here?

Partnerships for Aboriginal Career Excellence Strategies (PACES)

Paces was created in January 1999 and is supported by a one million dollar contribution from the Aboriginal Relations Office. Under the terms of the agreement, "The AHRDCC undertakes to carry out a series of activities which result in systemic change and increase access by Aboriginal people to jobs. Specifically, the Council will conduct studies, carry out pilot projects, develop skill standards and establish information networks and employment opportunities with the funding made available under this agreement. Eligible program costs will support the following activities in the Council's mandates."

2. Information

To advance information and research initiatives that improve our understanding of Aboriginal Human Resource Development issues.

3-Year Communications Campaign

The goal of the Council's proposed three-year multimedia national communications campaign is to increase corporate Canada's awareness of and support for Aboriginal employment and human resource issues, and will promote good news stories. The campaign will be innovative, creative and high energy - focusing on the new Aboriginal labourforce and the solution it offers to Canadian labour markets. It is the first such campaign in Canada to tackle the difficult and complex issues that underlie Aboriginal employment and Aboriginal participation in the Canadian economy. This initiative will be launched when financial resources are secured.

Newsletter

We are pleased to have launched the first AHRDCC Newsletter (Spring 2000). This newsletter will allow AHRDCC to share research, new developments and implementation of Council initiatives. Much of this activity is the first of its kind in Canada. This newsletter will be a valuable source of information as it reports on the progress of AHRDCC programs and projects.

These are exciting times, as Canadian Aboriginal employment, training and education are quickly becoming very vibrant and complex sectors of the Canadian economy. There are many good news stories waiting to be told! See it for yourself in each issue of the AHRDCC Newsletter.

AHRDCC Website

The Council is pleased to announce the launch of the new AHRDCC website. It is our goal that our website becomes a useful information tool for all parties involved in Aboriginal employment and training strategies for private, public and Aboriginal organizations. Our site is designed to encourage educational institutions, businesses and individuals, to share information in order to improve Aboriginal peoples' participation in the Canadian economy and enhance aboriginal opportunities. Some of the features of the AHRDCC website are:

- A What's New section on Council activity and Canadian news events and activities.
- The AHRDCC Aboriginal Links page includes hundreds of links and includes a ratings system to highlight useful sites.
- The Aboriginal Research Centre includes sections on the following:



- a) Best Case Practices in human resource and career development. This will entail corporate, educational institutions, government and Aboriginal groups.
- b) AHRDCC Research section will allow you to access our in-house research on innovative employment strategies, partnerships, information and research.
- c) A Resource Guide to books, journal articles, reports (published and unpublished).

Presentations/Conferences

AHRDCC makes presentations and attends conferences with industry leaders and corporate stakeholders to discuss possible synergies and to educate employers and other stakeholders about the importance of partnerships.

-need more here
1999

- April 9-10 Balancing Choices: Science and Technology for Aboriginal Youth (Winnipeg MN)
- April 14 Saskatchewan Labour Force Development Board: Training for Excellence Awards and Annual Conference (Saskatoon SK)
- June 6-7 Partnership Strategies and Solutions for Private and Public Corporations (Waskesieu SK)
- June 9-10 Making Money in the Millenium: Creating and Optimizing Aboriginal Corporate Partnerships
- June 14-15 Canadian Career Information Partnerships Meeting (Ottawa ON)

2000

- Jan 18-20 Northern Mayors & Chiefs Forum (Thompson MN)

3. Education

To evaluate, design and coordinate career information and training standards for Aboriginal peoples and career development practitioners.

AHRDCC will position itself over time as a leader in researching innovative employment development strategies and in advancing information and research initiative that improve our understanding of Aboriginal Human Resource Development issues. This includes the evaluation, design and coordination of career information and training standards for Aboriginal peoples and career development practitioners.

Aboriginal Response to “Canada Prospects”

This joint study of the AHRDCC And the Canada Career Consortium is an assessment of “Canada Prospects: a career planning guide for people of all ages”. The objective is to examine distribution, current and potential Aboriginal audiences and overall relevance to the Aboriginal community. This Canada-wide study targeted career councilors, service directors, students, unemployed persons and those actively looking for work.



This research is interesting because it lays a foundation for the development of a career-planning guide that is specific to the Aboriginal job search. In order to develop an employment tabloid that is best utilized by the Aboriginal community it has to be recognized that an Aboriginal audience has different needs, values, interests and requirements. This study concluded that the inclusion of topics in a future career-planning guide such as the distinction between the rural and urban job search, Aboriginal role models, success stories, cultural issues and the career choices of Aboriginal people, address Aboriginal employment realities.

Organizational Motivators in Aboriginal Partnership and Hiring Practices: A Quantitative Analysis

This AHRDCC research determines the motivating factors affecting the decision-making in formulating Aboriginal partnerships and Aboriginal hiring strategies. This initial phase (in a two-part study) surveyed 16 Canadian corporations in Canada with current Aboriginal strategies. Respondents were asked to rate their organization's motives for creating Aboriginal partnerships.

The results of this survey suggest corporations are motivated by practical business decisions, social responsibility, changing demographics and enhancing their corporate image are the primary motivating factors in Aboriginal partnership and hiring practices.. This research will be useful in developing suitable approaches in the marketing of AHRDCC partnerships to the private sector and as well as planning appropriate communications strategies.

-need more on career awareness

The Career Awareness Project

This study identifies career development products being used successfully by Aboriginal agencies and organizations across Canada. The career development initiatives will assist Aboriginal youth, Human Resource Development Agreement Holders, public and private organizations to address career awareness, career development and career information needs.

The Real Game

The Council continues to be supportive of The Real Game. This educational product, developed by the New Brunswick based National/Life Work Centre, provides life and work planning in an entertaining and engaging format. It encourages personal development and career awareness, and provides a healthy understanding of the importance of education. The Council is currently working with the National/Life Work Centre to assess the suitability of this Career product for Aboriginal youth. The goal is to organize a national forum to gather feedback on further refinements to The Real Game's design and cultural orientation. A report of the findings should be completed later in this year.

4. Partnerships

To develop partnerships with organizations that result in new employment and economic opportunities for Aboriginal people.

Chamber of Commerce Aboriginal Initiative: Targeting Small/Medium Sized Firms

The purpose of this initiative is to promote new employment and economic opportunities for Aboriginal peoples. The Winnipeg Chamber of Commerce, Business Council of Manitoba,



Manitoba Education and Training, Saskatoon Chamber of Commerce, Saskatoon Tribal Council and Aboriginal Human Resource Development Council of Canada have joined forces in a new Aboriginal Employment Initiative (AEI).

A first in Canada, the two-year pilot project is designed to help businesses develop Aboriginal human resource strategies and generate 50 Aboriginal employment opportunities.

Corporate Circle

AHRDCC has been involved with The FSIN Corporate Circle since from the concept stages last fall to the development and implementation of a corporate program. The Council has advised the FSIN Corporate Circle on strategies for creating employment opportunities for Saskatchewan's Aboriginal people. More than thirty crown corporations/private sector CEOs have volunteered to join the Chiefs of Saskatchewan to establish relationships, understanding and to develop plans that will improve employment of Aboriginal people in Saskatchewan.

-how should I present this?

Partnership agreements are currently being developed with the following organizations

1. Kitsaki Development Corporation
2. Software Human Resource Council
3. Canadian Environmental Industry
4. Ontario Native Affairs Secretariat
5. National Life-Work Centre

Staff

Kelly Lendsay, President

Craig Hall, National Director of Corporate Strategies

Milton Tootosis, National Director of Human Resource Strategies



Dieter Braun, Director of Communications

Kate Teeling, Director of Finance

Anita Large, Project Development Coordinator

Jolyne Watson, Secretary



Board of Directors



Co-Chairs

Allan C. McLeod (Member at Large); Tribal Council Investment Group of Manitoba

Robert Loader; Syncrude Canada Ltd.

Board of Directors

Vern Bachiu; Meadow Lake Tribal Council

David Hallman; HRDC

Pat Baxter (Member at Large)

Roberta Hewson (Member at Large);
Partners for Careers

John Kim Bell (Member at Large)

Patrick Lavelle; Export Development
Corporation

John Bernard; Donna Cona Inc.

Gary Chatfield; Extendicare Canada Inc.

Kelly Lendsay; AHRDCC

Robert Coulter; Indian and Northern Affairs
Canada

Keith MacDonald; Royal Bank of Canada

Phillipe Dore; Privy Council Office

Joe Morrisseau; MB Aboriginal Affairs
Secretariat

Yvon Dumont; Metis National Council

Anne Noonan (Congress of Aboriginal
Peoples); Anne Noonan and Associates

Colin Edey; TransCanada

David Paul (Assembly of First Nations
Rep.)

Daniel George (Member at Large); Prince
George Native Friendship Centre

Doreen Saulis; Aboriginal Business Canada

Larry Gordon (Inuit Tapirisat of Canada);
Inuvialuit Regional Corporation

Donavon Young; SK Intergovernmental and
Aboriginal Affairs

Karel Grant; Native Women's Association of
Canada

Cynthia Waugh; HRDC



Council Champions

Champions play an important role. They provide guidance and insights to the Council and its board members, meeting once a year to discuss issues and long-term strategies. They are also advocates on behalf of the council - promoting the mandate of the organization to their peers in government, the private sector and among Aboriginal organizations.

Champions are forward-looking leaders who understand the value of long-term initiatives that seek solutions to systematic problems such as those, which Aboriginal people are facing in their drive to achieve new employment opportunities in the 21st century. The Council is pleased to have the support of its Champions:

National Chief Phil Fontaine; Assembly of First Nations

Dr. Joy Calkin; President and CEO, Extencicare

Eric Newell; Chairman and CEO, Syncrude Canada Ltd.

Gerald Morin; President, Metis National Council

Harry Daniels; President, Congress of Aboriginal Peoples

Jake Epp; Senior V.P. of Government Affairs & External Affairs, TransCanada Transmissions

Marilyn Buffalo; President, Native Women's Association of Canada

Okalik Eegeesiak; President, Inuit Tapirisat of Canada

Ray Ahenakew; Executive Director, Meadow Lake Tribal Council

The Honourable Jane Stewart; Minister of Human Resource Development Canada, Gov't of Canada

The Honourable Ralph E. Goodale; Minister of National Resources; Government of Canada

The Honourable Eric Robinson; Minister of Aboriginal & Northern Affairs; Government of Manitoba

The Honourable Bob Nault; Minister of Indian Affairs and Northern Development; Government of Canada

The Honourable Buckley Belanger; Associate Minister of Intergovernmental and Aboriginal Affairs; Government of Saskatchewan

The Honourable Ethel Blondin-Andrew; Secretary of State (Children and Youth); Government of Canada

The Honourable Jack Hillson; Minister of Intergovernmental and Aboriginal Affairs; Gov't of Saskatchewan



Charlie S. Coffey; Executive Vice-President; Royal Bank of Canada

