

**SADC**

Société  
d'aide au développement  
des collectivités

VALLÉE-DE-LA-GATINEAU

# Annual report (Summary version)

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## The SADC' mission :

is to encourage the community to actively take charge of its future, which is achieved through the development of the community's vision within the context of sustainable development.

Through activities that support cooperation and partnership, the SADC encourages the community to adapt and plan its various human resources requirements to contribute to the community's growth and evolution in tune with the realities of today and tomorrow.

The SADC also supports business and job creation through technical and financial services from a perspective of profitability and viability.

## VALUES

- ▼ Help the community and individuals in an atmosphere of understanding and open-mindedness within the parameters of our spheres of activity.
- ▼ Emphasize excellence.
- ▼ Be frank and direct.
- ▼ Avoid misleading people into thinking that funding opportunities exist when none do.
- ▼ Remain neutral and impartial without political influence.
- ▼ Respect partners and/or organizations that adhere to their own mandate and vision.
- ▼ Create a climate conducive to exchanges, cooperation and partnership.
- ▼ Ensure the confidentiality of cases at all times.

## VISION

As an agency, our vision involves influencing and making the necessary changes to address the issues in our areas, which bring about adjustment to these changes and enhance, at the same time, the well-being and growth of people who make up our community.

As the organization which people turn to for expertise and know-how in business in our RCM, we strive to be at the forefront of innovation and change.



## WORD FROM THE PRESIDENT

### André Galipeau



Since our community is part of a constantly evolving environment, we have to keep adjusting these changes, be they natural, economic and/or social. They are the building blocks of the sustainable development concept and are closely related to the evolution of our communities. That is why we proposed our Horizon 2025 project last year.

As we look to the future, what will our Gatineau Valley society look like in 10-15-20-25 years? What changes or factors will affect our community? And what impact will they have? We want to influence the progression of our community by taking an innovative and prospective approach in association with our partners.

In the past year, we affiliated ourselves with regional partners, which include the MRCs and the Local Employment Centres (CLE) to lay the groundwork for a forward-looking and visionary process to see to the diversification and economic development of our MRC.

As this process was well under way, we began our reflection by holding a retreat with Ciblexpert last November 30. The philosophy we came up with that day enabled us to establish new avenues of development based not only on the reality of our territory but also on external factors (oil prices, climate changes, world economy, etc.). All of these factors will have somewhat of an effect, depending on the extent to which they influence our community.

Together, we want to continue exploring this dynamic and establish avenues of diversification and economic development to come up with ideas for innovative projects that will enhance the growth of our MRC, in line with the natural, economic and/or social changes down the road.

In closing, I would like to thank personally and on behalf of the Board of Directors all partners involved in this exceptional process. I am sure that our region will emerge from this process a winner, and rest assured that we in the SADC will do all we can to take concrete action based on the directions this process takes us in.

## WORD FROM THE DIRECTOR

The year we have just completed marks a break with the past. With the unveiling of our new corporate image, we have drawn a line between what has been accomplished in the past and the future. The intent is not to turn away from or forget the more than 30 years we have been in existence, but our new corporate image aims to show that our organization is evolving. Resolute in our focus on the future, we believe that by adopting this distinct and unique image, we are positioning ourselves as an organization that places more emphasis on the future than the past. This is reflected by the fresher colours, the shape of the logo and the simplicity of our photos which perfectly describe us as an organization.



**Pierre  
Monette**

Numerous exciting challenges lie ahead. When we look at the environment we are living in, it is exciting to note that the changes that will affect us will have repercussions on our daily lives. We want to look to the future in order to commit to and gear our actions to the collective reality of tomorrow. That is why we will be working with our local and regional entrepreneurs to meet challenges such as ICT (information and communications technologies). According to CEFRIO (Centre facilitant la recherche et l'innovation dans les organisations) data, only 15% of Quebec companies do on-line business of \$3.5 billion a year. Based on our expert analysis, this data reflects reality in the Gatineau Valley. We must help our entrepreneurs embrace the shift to new technology and arrange it so that they are in tune with new technologies as they emerge. Looking to the future, the Internet is here to stay, especially in the business world.

In another connection, our Career Objective project we rolled out in the last year has met all of its objectives. On the heels of this strong showing, we will attempt to duplicate this by submitting a second similar project to Service Canada. The way we see it, this project helps us stem the exodus of our most valuable resource – our young people. The project helps them find jobs in the region and makes qualified workers available to our companies, so that they can be competitive in their respective markets.

Our Art de vivre (Art of Living) project is another important topic. This year, the number of adherents to the concept reached 50. We were able to try out some concrete actions with participants, and we also developed strategies associated with the concept by joining up with two major regional media outlets – La Gatineau newspaper and Radio CHGA. Both provided us with extensive support and expertise throughout the implementation phase. We would like to offer them our thanks, in particular. In short, not only will we continue developing this concept through specific actions, but our objective is to bring in another 25 participants this year.

In closing, I would be remiss if I did not recognize the exceptional work done by the entire SADC staff. Thank you Nathalie, Julie, Josée, Josée and Claudie!

A total of **51** companies indicated they were committed to a process of continuous improvement in customer service.

During the year, members of the Vallée de l'art de vivre enjoyed several benefits, which include:

- being visited by a **mystery client**
- attending a **conference workshop** at which the main observations made during all of the mystery client visits were disclosed
- attending an **evening session** that examined in greater detail what the Vallée de l'art de vivre and the orientations of development actions are
- attending a **conference workshop** on customer service.

Special thanks go to the La Gatineau newspaper and Radio CHGA which substantially contributed to the visibility of the project and the businesses that are part of this group.

La Vallée  
de l'art de  
vivre

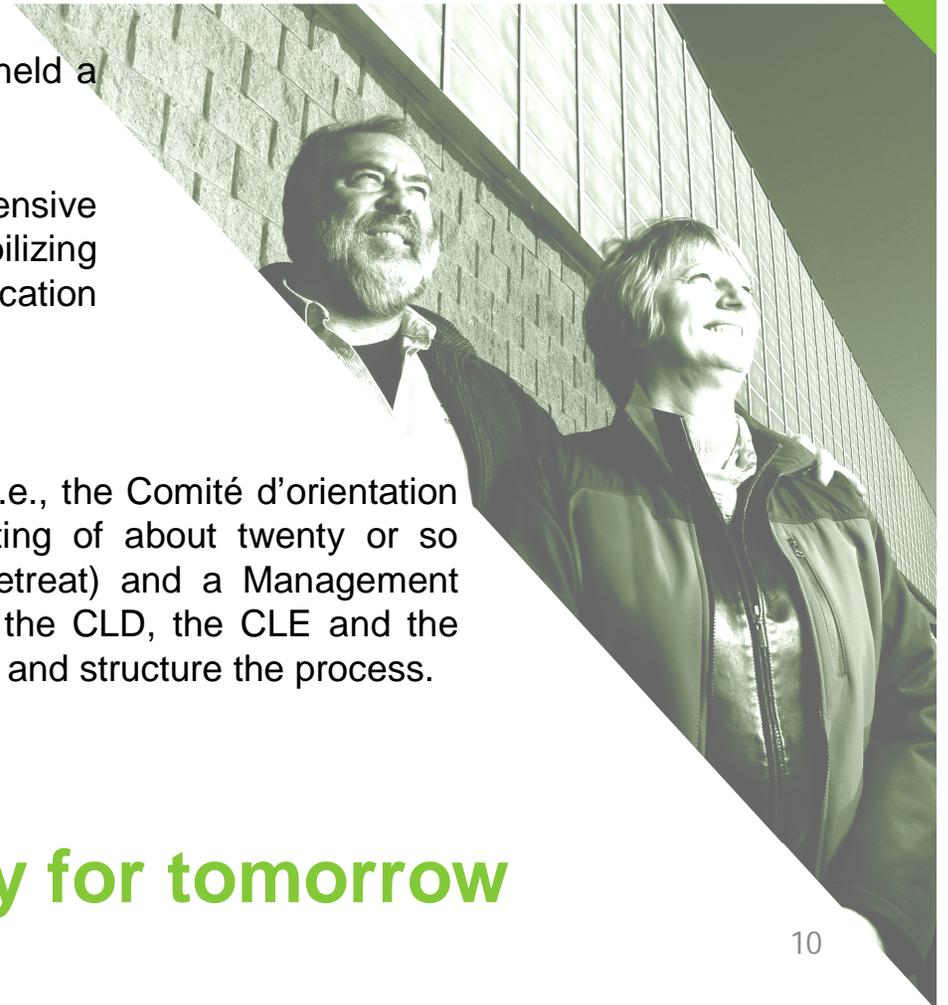
# Horizon 2025

A long-term project, Horizon 2025 became “Une vallée pour demain, horizon 2025” (A Valley for Tomorrow, Horizon 2025) in 2012. This new name was created after a partnership of the Gatineau Valley MRC and the Gatineau Valley SADC was developed during the course of this project.

On November 30, 2011, Yves Lusignan of Ciblexpert held a retreat attended by about twenty people.

This retreat marked the starting point of this extensive process that should help us identify innovative and mobilizing projects, which will thus influence the economic diversification of our territory.

This process receives the support of two committees, i.e., the Comité d'orientation et de recommandations stratégiques (CORS) consisting of about twenty or so persons (mainly those attending the November 30 retreat) and a Management Committee made up of representatives of the SADC, the CLD, the CLE and the MRC. The main role of the latter committee is to supply and structure the process.



## A valley for tomorrow

## Jardin forestier de la Pointe-des-pères

Financial assistance from the Agence de la Santé et des Services Sociaux de l'Outaouais was obtained through the Community Development Support Fund. This time, \$12,000 was provided to support the project. The money is mainly used to employ one person to serve as a daily link between the operations of the Jardin and the Cité étudiante de la Haute-Gatineau (CÉHG).

## Interpretation Centres

The Gatineau Valley has three – the Walleye Interpretation Centre, the Forest Fire Interpretation Centre and the White-Tail Deer Interpretation Centre. Keen on increasing traffic at their respective sites, the three centres have decided to work together on developing promotional tools. SADC has supported them during their process.

## Career Objective

As part of the Youth Employment Strategy last July, SADC reached an agreement with Service Canada via its Career Objective Program, the aim of which is to provide participants with work experience in their field of study. Participants must have a professional or college diploma or a university degree and be at least 30 years of age.

A total of ten (10) people were matched up with a company operating on the territory of the Gatineau Valley MRC for a period of 17 weeks.

## Place aux Jeunes

As in past years, the Gatineau Valley SADC once again became actively and financially involved in the organization of exploratory stays, the main annual activity of Place aux jeunes.



# Community Access Program

ACHIEVEMENTS

For about 10 years now, SADC has been delivering the Industry Canada Community Access Program to community access centres in Bois-Franc, Grand-Remous, Montcerf-Lytton and Lac Ste-Marie. This year, \$13,222 was provided.

## Initiative Jeunesse PAC (Youth Initiative)



For the first time, SADC hired someone through the Initiative Jeunesse PAC. This program is intended for persons less than 30 and offers paid internships to participants who can accumulate 420 hours of employment experience, which boosts their employability.

The person's work involved offering technical assistance to the four community access centres and information sessions to the users of the centres. This intern's mandate also included an information technology awareness component for businesses.

## *Come in and talk to us about your future*

Further to a consultation day held on March 17, 2010, an ad hoc committee was formed to follow up on the observation that emerged that day, i.e.:

**Young people are proud of their region but believe that there are no activities designed for them.**

To follow up on this observation, a scientific survey was developed to find out the level of interest young people had in various activities. In the spring of 2011, questionnaires were sent to 507 young people in the Gatineau Valley, both Anglophone and Francophone, between the ages of 12 and 17.

A representative picture was produced in the fall of 2011. This was followed by a tour organized to make presentations and gather recommendations from various interest groups, which was completed in the spring of 2012. Although the organizations in attendance did say they would use the survey results to improve their respective action plans, no collective projects with some promise seemed to emerge. That is why the ad hoc committee opted to continue its work to achieving this objective, i.e., mobilizing around a collective project.

## HR Tool Kit

This human resources (HR) tool kit that is intended to help companies with the management of their human resources has been offered to companies since February 2011. In the time since, three companies have embarked on the process of improving the management of their human resources.



## Business Succession Planning

This Business Succession Planning program consists of five classes offered exclusively over the Internet with the support of on-line resource persons and SADC when people would like coaching follow-up.

## *Hooking up SMEs in Québec*

*The Hooking up SMEs in Québec* operation is a provincial tour organized in cooperation with the Réseau des SADC and the CAE in Québec, the objective of which is to help thousands of SMEs and self-employed workers put together their Web site and their on-line boutique.

On February 22, 2012, François Charron, a Web columnist with TVA, travelled to the Gatineau Valley and told 70 people in attendance that it was urgent for SMEs to be seen on the Web.

## *Videoconference Room*

In the past year, the Gatineau Valley SADC set up a videoconference room that it makes available to business people, organizations and businesses on its territory.

## *Provincial YB (Young Businesses) Camp*

### ACHIEVEMENTS

The Provincial YB Camp, which is in the form of a summer camp and is organized by the Réseau des SADC and the CAE in Québec, is intended to make young people between 12 and 16 aware of entrepreneurship by having them experience over a 10-day period what it is like to launch a business.

Having drawn on the experiences of Young Businesses Program advisers which has been developed over 10 years, the SADC follow-up officer acted as a mentor for this activity held in Baie Comeau from June 28 to July 8, 2011.

## *Gatineau Valley Business Persons Salon*

The Gatineau Valley Business Persons Salon, which was organized by the Maniwaki Chamber of Commerce and Industry, took place last October 11 and 12 during the SME Week. The prime objective was to show what specialized services are available to business persons and future entrepreneurs. The SADC was present.

## *New corporate image*

We developed a more modern and flashier corporate image. The Réseau des SADC and the CAE had to come up with a new and more standardized image that would resonate throughout regions all over Quebec.



# INVESTMENT FUND

RESULTS



**\$273,479 authorized in 17 companies**

**3 start-ups**

**4 turnarounds**

**2 working capital**

**3 modernizations**

**2 expansions**

**3 frontage designs**

\$344,479 in total investments generated

5 jobs created and 43 maintained

35 promoters met

722 direct interventions in the form of follow-up or technical assistance to assist businesses.

As for the Rénove-action program, SADC contributed to the production of three designs. We have had a hand in producing 67 designs since the start of the program.

In the past 30 years, more than \$55 million in total investments have been generated, including \$16.3 million (or 30%) that came solely from the SADC, i.e. the Regular Fund and the Youth Strategy Fund.

# YOUTH STRATEGY

**\$44.405 authorized in 4 companies**

**3 start-ups**

**1 expansion**

\$218,000 in total investments generated

4 jobs created and 2 maintained

28 young people met

282 interventions in the form of follow-up and technical assistance involved these companies.

**Loans can now reach \$25,000.**



## Vallée de l'art de vivre

One of the objectives the Vallée de l'art de vivre has for the coming year is to add 25 new members. They will be visited by a mystery client, offered an hours of business display and a sticker sporting the colours of the Vallée de l'art de vivre.

## Horizon 2025

Plans are in the works to hold a symposium in September 2012 on the vision of the future in our MRC. The work will involve preparing this symposium, maintaining the partnerships that have been established and ensuring that the objectives have been achieved.

Following the symposium, follow-up will be done on the findings to ensure that concrete action is taken to promote economic diversification on our territory.

## *Jardin forestier de la Pointe-des-pères*

The financial assistance received from the Community Development Support Fund of the Agence de Santé et des Services sociaux de l'Outaouais (Health and Social Services Agency) will ensure that a resource person will be at the greenhouse at the Cité étudiante de la Haute-Gatineau. This person's main function will be to maintain a link between the greenhouse operations and the Jardin forestier and include students from the Cité étudiante de la Haute-Gatineau.

## *Interpretation centres*

Since March 2012, SADC has been working with interpretation centres on the territory to plan concrete actions to increase traffic at each centre. This year, focus will be on continuing to provide support along these lines.

## Career Objective

Since this program responds to a need in the area and since the objective of ten (10) parings has been met, SADC applied to renew this agreement, and for the time being, is awaiting an answer from Service Canada.

## Come in and talk to us about your future

Further to presentations of findings and recommendations to the various interest groups, since no projects of promise have emerged from the exercise, the ad hoc committee has decided to pursue its work to guide one to two of these projects, in response to the young people's interests.

## HR tool kit

Since February 2011, the Gatineau Valley SADC has been offering the HR tool kit which is intended to help companies manage their human resources, thereby enabling them to achieve better productivity and competitiveness.



## *Business Succession*

Over the coming year, SADC will continue making efforts to promote its new business succession program consisting of on-line training known as Business Succession Planning.

This year, promotion efforts will be concentrated on professional services which most often involve clients likely to be retiring in the next few years.



## *Hooking up our SMEs*

Over the next year, SADC is planning to work on an awareness program designed for companies on its territory to encourage those with no Internet presence to get on the web.

## *Advisory services and follow-up*

Advisory services will continue to be offered to businesses on the territory. With personalized service tailored to their needs, entrepreneurs will be able to rely on professional support in all facets of their business.

## **Investment fund**

In the coming year, SADC intends to continue on with the actions taken in the past year.

## **Rénove-action Program**

Given the success this program has enjoyed, SADC wants to continue promoting awareness and expanding exposure.

## **Youth Strategy Program**

Personalized case follow-up will be maintained, and steps will be taken to ensure that financial statements are produced and visits are paid to the businesses concerned. An investment objective of \$60,000 has been established for the coming year, i.e., 4 promoters.

## *New image*

Over the coming weeks, SADC will establish its new image. Postings, stationery and electronic messages on the web will convey this new image that symbolizes a stronger corporate brand.

## *Website*

To coincide with the new image, the Gatineau Valley SADC will transform its website to make it user-friendly, leaner and easier to navigate.

