

Ministry of  
Jobs, Tourism and Innovation

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2011/12  
Annual Service Plan Report

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Ministry of Jobs, Tourism and Innovation

For more information on the British Columbia  
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Published by the Ministry of Jobs, Tourism and Innovation

## Message from the Minister and Accountability Statement



The Ministry of Jobs, Tourism and Innovation was created in 2011, bringing together and building on the work of five previous ministries to identify and foster new opportunities for families, businesses and communities across British Columbia.

This is a province with inherent strategic advantages, from its magnificent setting as a gateway to the Asia Pacific to its natural resources and skilled multicultural workforce. In its first year, the Ministry has put into action a comprehensive strategy to harness those advantages for the benefit of all British Columbians. *Canada Starts Here: The BC Jobs Plan* is at the heart of our efforts to establish new global markets for the province's products and services, to entice investment, ensure that our workforce has the skills to meet the needs of our evolving economy, and create jobs that will support B.C. families.

To accomplish these goals, the Ministry has launched actions to start capitalizing on our strengths today, working in concert with agencies and ministries across all levels of government, and with numerous stakeholder groups, associations, communities and businesses across British Columbia. And *The BC Jobs Plan* is already showing dividends: in March of 2012, we published a *6 Month Progress Report* that charted our advancements against each and every commitment and made clear the areas where more work is required.

The *Ministry of Jobs, Tourism and Innovation 2011/12 Annual Service Plan Report* compares the actual results to the expected results identified in the Ministry's *Revised 2011/12 - 2013/14 Service Plan*. I am accountable for those results as reported.

A handwritten signature in cursive script that reads "Pat Bell".

Honourable Pat Bell  
Minister of Jobs, Tourism and Innovation  
June 30, 2012

## Message from the Minister of State for Multiculturalism and Accountability Statement



British Columbia is characterised by a rich variety of languages, traditions and cultures that make up its diverse cultural mosaic. For decades, people have been coming to B.C. from many countries to help build our province and make it what it is today. B.C. is a truly multicultural province, and our diversity is one of the things that makes us strong – both economically and socially.

As the Minister of State for Multiculturalism, I am responsible for promoting the acceptance and appreciation of diverse cultures in our province. To that end, over the past year, my predecessor MLA Harry Bloy and I have attended more than 200 community meetings and events to gain a better understanding of issues and opportunities around multiculturalism. My office has supported the funding of 48

[EmbraceBC](#) projects to promote multiculturalism and anti-racism in places like Prince George, Abbotsford, Powell River, Vernon, Courtenay, Cranbrook and Smithers. We also launched the [BC People Book](#), a unique public education tool that showcases B.C.'s cultural, racial and ethnic diversity, and composed the annual 2011/12 Report on Multiculturalism, which details initiatives by every government ministry and Crown corporation to promote multiculturalism. I look forward to continuing to celebrate our diversity at every opportunity in the years to come.

In my role as the Minister of State for Multiculturalism and under the *Balanced Budget and Ministerial Accountability Act*, I have been responsible for achieving the following results for 2011/12:

- a) leading the work of the multiculturalism portfolio and supporting the implementation of initiatives that contribute to the delivery of program goals;
- b) identifying key issues and opportunities facing the multiculturalism program in British Columbia and developing an action plan to address them;
- c) supporting and directing the ongoing work of the Multicultural Advisory Committee to promote multiculturalism and anti-racism across the Province;
- d) welcoming multicultural groups to British Columbia who intend to invest or settle; and
- e) reporting to Cabinet on the results referred to in paragraphs a) to d) on or before April 30, 2012.

A handwritten signature in black ink that reads "John Yap". The signature is stylized and cursive.

Honourable John Yap  
Minister of State for Multiculturalism  
June 30, 2012

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# Highlights of the Year

In its first year of existence the Ministry of Jobs, Tourism and Innovation has led a government-wide effort to develop and implement a new economic strategy for the province – [Canada Starts Here: The BC Jobs Plan](#). The Ministry has spearheaded a number of important initiatives critical to job creation and economic development in B.C. This section highlights some of the most significant work and achievements of 2011/12.<sup>1</sup>

## Helping British Columbians Access the Labour Market

In 2011/12, Ministry programs helped over 39,700 British Columbians prepare for entry into the labour market or to connect to a job. This included providing participants with training and settlement services that will assist them in securing new employment, advancing their careers and ultimately improving the economic outcomes for them, their families and the province. Three new web-based labour market information products were also successfully launched: the [BC Job Trend Tracker](#), [Build-a-Career App](#) and [Career Explorers](#).

## Premier's Jobs and Trade Mission

Efforts to promote trade with Asia-Pacific countries and open new markets are key to the *BC Jobs Plan*. As part of the *Plan*, the Premier embarked on the B.C. Jobs and Trade Mission to China and India in November 2011. This was the largest international trade mission in B.C. history, with approximately 70 events and meetings with business and political leaders, and 350 delegates attending, representing 150 B.C. companies, organizations and community groups.

The [trade mission was a success](#), opening markets for B.C. companies and establishing 60 business deals and partnership agreements – valued at over \$1.4 billion – across a range of priority sectors.

### *The BC Jobs Plan*

*[Canada Starts Here: The BC Jobs Plan](#) charts a course for economic prosperity for B.C. families by building on B.C.'s competitive advantages, like our proximity to the rising markets of Asia, our multicultural population that helps us connect with those markets, our natural resource advantages and our highly skilled labour force.*

*The Jobs Plan rests on three pillars: expanding markets for B.C. goods and services in Asia; enhancing our infrastructure to get those goods and services to market more efficiently; and working with employers and communities on job creation across the province. It targets development within the eight sectors that have the greatest potential to bring new dollars into the B.C. economy, including forestry, tourism, technology, mining, natural gas, agri-foods, transportation (ports, marine and aerospace), and international education. More information about the Jobs Plan and progress made to date is available on the [Jobs Plan website](#).*

<sup>1</sup> Government operates on a fiscal year basis. The focus of this report is the 2011/12 fiscal year, which began on April 1<sup>st</sup> 2011 and ended on March 31<sup>st</sup> 2012.

## **Doubling B.C.'s International Presence**

Under the *BC Jobs Plan*, the Province is committed to doubling B.C.'s international presence in priority markets. We have made important progress towards this goal, announcing new offices in India – Mumbai and Chandigarh – to complement our existing presence in Bangalore, and an agreement to establish a new business accelerator program at the New West Partnership's trade and investment representative office in Shanghai.

In 2011/12, the Ministry's trade and investment network, including B.C. representatives abroad and staff in British Columbia, serviced a total of 71 inbound trade and investment missions as well as 75 outbound missions. The team assisted in the conclusion of over 100 trade and investment agreements and helped secure approximately \$3.5 billion of inbound investment in the province.

## **Establishing the Major Investments Office**

A key commitment of the *BC Jobs Plan* was to create a [Major Investments Office](#) (MIO) to facilitate job creation, investment and economic growth by stewarding major investment projects in B.C. through to success. The MIO was formally established in the winter of 2011/12 and is now fully operational. The MIO's new Hosting Program designs and facilitates personalized hosting services to ensure that major investors have a positive experience when they visit British Columbia.

## **Creating the Jobs and Investment Board**

In December, under the *BC Jobs Plan*, the Ministry established the BC Jobs and Investment Board to provide advice and direction to government on policies and programs to help attract sustainable investment, foster economic development and support job creation. The board will focus on the eight key sectors of the *BC Jobs Plan* – forestry, mining, natural gas, agri-foods, technology, tourism, transportation (ports, marine and aerospace) and international education.

### ***Supporting Seaspan's Bid***

*In July 2011, the Province announced a provincial investment of \$40 million to support Seaspan's bid in the federal government's multi-billion dollar National Shipbuilding Procurement Strategy in order to support the creation of marine industry jobs in B.C. The Seaspan Marine Corporation won the \$8 billion non-combat work package. This unprecedented opportunity is expected to significantly increase economic prosperity in B.C. over the next several years.*

*In addition, the Province has provided over \$1.1 million of support to the shipbuilding industry, including the creation of the Premier's Shipbuilding and Repair Workforce Table.*



*Minister Pat Bell announcing the Provincial investment to support Seaspan's bid. July 2011.*

### Establishing the Aboriginal Business and Investment Council

Also in December, Government announced the intent to establish the Aboriginal Business and Investment Council. The Council has the important mandate of making recommendations to Government, First Nations and business on how to improve Aboriginal peoples' participation in the economy and to promote economic growth in Aboriginal communities. The Ministry provides secretariat services to the Council.



Ministry staff in discussion with stakeholders at the North Fraser regional economic development forum. December 2011.

### Launching the Regional Economic Development Pilots

The Ministry has partnered with three regions – the North Fraser (Maple Ridge, Pitt Meadows and Mission), Campbell River, and the Barriere-McBride Corridor – on regional economic development pilot projects. These pilot projects are aimed at identifying economic and job creation opportunities in each community and on focusing the efforts of provincial,

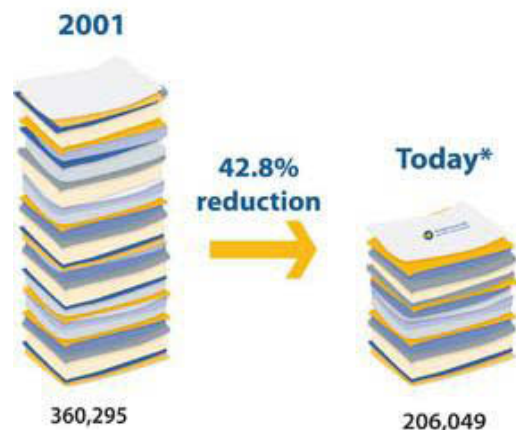
regional and municipal governments' economic-development activities. The discussions on how best to create lasting economic benefits in these regions incorporated ideas from business, industry, First Nations and academia. Ideas for economic development have been compiled and solutions to address barriers to them proceeding are being developed.

### Launching the Regional Workforce Tables

The Ministry also led the establishment of [Regional Workforce Tables](#), a key commitment under the *BC Jobs Plan*, as a new regionally-driven platform for educators, industry, First Nations, employers, local chambers of commerce, labour and others to come together in regions across B.C. to plan how best to align training programs to meet the needs of their evolving regional economies. The Northeast and Northwest have been established as pilot regions. A Kootenay regional workforce table will soon be underway.

### Supporting Small Business

This past year was also an important one for the Ministry's [Straightforward BC office](#), which leads Government's efforts to decrease the regulatory burden on citizens and businesses. In November, B.C. became the first jurisdiction in Canada to enshrine in law a commitment to report annually on government's regulatory reform initiatives. Between 2001 and 2012, government reduced its total number of



\* Number of regulatory requirements as of March 31, 2012.



regulatory requirements by more than 42 per cent. In 2011, the Province also extended its commitment to a zero net increase in the regulatory burden until 2015. The Ministry also hosted an Aboriginal Small Business meeting in Vancouver and small business consultations in Port Alberni and Tofino to continue the dialogue on issues and opportunities with the small business community.

### **Supporting Communities in Transition**

When a tragic fire destroyed the Babine Forest Products sawmill, the Village of Burns Lake was significantly affected. The Ministry quickly stepped in to lead the Government's on-the-ground response to the crisis in terms of economic development, worker transition and community and First Nations services.

This included planning and advancing economic development opportunities – for example, in tourism – assisting workers towards re-training and re-employment, as well as ensuring that critical community services are maintained. The Ministry also partnered with the Economic Development Association of B.C. to undertake an economic development “SWOT” (strengths, weaknesses, opportunities and threats) analysis and to develop a short-term action plan with recommendations on next steps to help the community achieve economic recovery. The Ministry is also working with the community, First Nations and forest industry on plans to re-establish the sawmill.

### **Growing Tourism**

In October 2011, as part of the *BC Jobs Plan*, the Ministry launched [\*Gaining the Edge\*](#), a five-year strategy for growing tourism in the province. Developed with input from a wide range of industry and government stakeholders, the strategy identifies key tourism products and markets where B.C. has a competitive advantage as well as effective strategies for pursuing these advantages.



The Ministry delivered 34 stand-alone marketing campaigns aimed at potential visitors from around the world and 116 co-operative marketing campaigns with international tour operator partners, including 18 in China. The Ministry's tourism websites received over 7.4 million visitors world-wide and Provincial Visitor Centres, located across B.C., served and influenced three million visitors. Additionally, over 1,300 tourism businesses participated in co-operative marketing projects through Ministry marketing programs delivered by B.C.'s six regional destination-marketing organizations.

This has also been a very successful year in terms of the Ministry's efforts to use media relations to generate unpaid media coverage of B.C.'s tourism experiences worldwide. Ministry staff

coordinated 450 travel media visits, which generated over 12,000 media stories, articles and broadcast clips across multiple media channels.

### **Spurring Research and Innovation**

The Ministry approved 33 research and innovation projects at five public post-secondary institutions under the [British Columbia Knowledge Development Fund](#) program. Examples of these include:

- A project to study Integrated Intelligent Energy Management Systems for Hybrid Electric Vehicles at Simon Fraser University;
- Finding a cure for work-related repetitive strain injuries at the University of British Columbia; and
- Equipping a lab for the development of biocatalysts for use in the environmental, pharmaceutical, forestry and agri-food sectors at Thompson Rivers University.

Additionally, through its research contract with FP Innovations, the Ministry helped facilitate and drive low-carbon, clean technology adoption in the forest sector. Examples of specific projects include:

- Assessing viable technologies and economic opportunities for low carbon, energy efficient trucking options for the log-haul trucks and other large vehicles used by industry;
- Establishing a bio-economy baseline of existing forest-sector activity; and
- Assisting industry in evaluating and understanding the business cases for new bioproducts at B.C. forest products facilities.

### **Helping Immigrants Integrate**

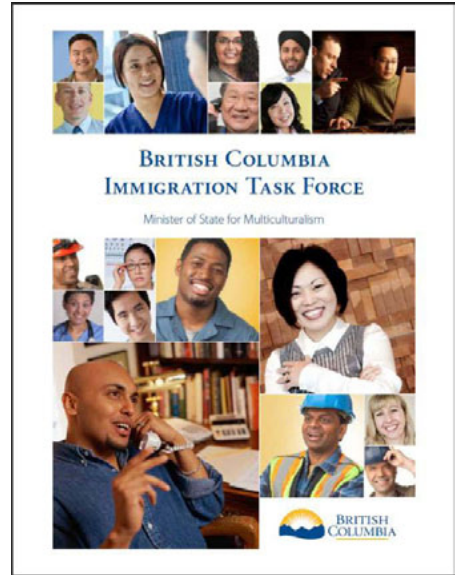
B.C. needs immigrants and the dynamism they bring to the labour force. To support their effective integration into communities and the labour market, the Ministry initiated a redesign of [WelcomeBC](#) settlement information and referral services for immigrants, enhanced English language training and implemented a new [Settlement and Integration Program](#). It also designed new programming to support vulnerable immigrant populations (refugees, families and youth), and began developing a renewed [School-based Settlement Program](#) in 1,000 schools to better integrate immigrant youth into their schools and communities.

### **The BC Immigration Task Force**

As part of the *BC Jobs Plan*, Premier Christy Clark established the [BC Immigration Task Force](#), with a mandate to review economic immigration programs in B.C. and recommend ways to maximize their effectiveness in supporting regional economic development. The Task Force submitted its report to the Premier on March 31<sup>st</sup>, 2012. The report was released to the public on May 22<sup>nd</sup>, 2012.

### **Economic Development Webinar Series**

The Economic Development Webinar Series gives local government staff, elected officials and community leaders in rural and urban B.C. communities access to expert advice on economic development topics like the Provincial Nominee Program, investment readiness, social media for rural business support, and business succession. Through these web-based seminars, British Columbians can exchange ideas, best practices and innovative solutions to problems faced by communities large and small.



## Purpose of Ministry

The [Ministry of Jobs, Tourism and Innovation](#) manages key lines of government service that help create the economic prosperity needed for the success of families and communities across the province. This means seizing the opportunities and responding to the challenges of a globalized economy in order to create new jobs, defend existing ones and position the province for long-term growth.

To support this vision, the Ministry works to:

- Open international and domestic markets to B.C. products and services and attract and facilitate major new investments in the province.
- Assist B.C. communities to develop economic plans and attract key industries to realize their full economic potential.
- Support innovation, commercialization and entrepreneurship.
- Ensure that B.C. has enough skilled, highly productive workers to meet the needs of our growing economy.
- Develop and market B.C.'s tourism industry.

The Ministry leads, and is guided by, the Government's new economic strategy, [Canada Starts Here: The BC Jobs Plan](#). Central to the *BC Jobs Plan* is the recognition that we stand on the cusp of the Pacific Century, and that B.C. needs to secure its place in the Asian markets that will drive global economic growth. To achieve that, B.C. must leverage its competitive advantages in industries that are poised to meet the needs of the world's markets, today and into the future – including forestry, tourism, technology, mining, natural gas, agri-foods, transportation (ports, marine and aerospace), and international education. The Ministry's work to implement the *BC Jobs Plan* is carried out in collaboration with ministries and agencies from across government.

### Opening Markets and Attracting Investment

The Ministry provides integrated trade and investment programs and services to help B.C. to increase exports, develop international partnerships and attract investment. We market B.C.'s competitive business environment and sector strengths in key markets and build relationships with industry and government partners, domestic and international, to advance B.C.'s economic interests. Canada starts here, in B.C., and the Ministry integrates marketing efforts across government to aggressively promote the province's unique strategic advantage as [Canada's Pacific Gateway](#) and its growing reputation as an attractive and competitive international trade and investment partner. We work to strengthen B.C.'s economic relationships with growing Asian markets like China, Japan, Korea and India. These efforts are supported by [Forestry Innovation Investment](#), a Crown corporation affiliated with the Ministry that works with the forest sector to take advantage of export opportunities in key markets for forest products, and to promote and implement B.C.'s [Wood First](#) initiatives.

The Ministry also leads B.C.'s efforts to fight protectionism and reduce or eliminate domestic and international impediments to trade, investment and labour mobility. We advance B.C.'s interests with the federal government in international trade negotiations to create opportunities in key markets like India and Europe, and ensure that the [Softwood Lumber Agreement](#) between the United States and Canada is honoured and B.C.'s interests are protected. We also work to strengthen regional trade and commercial relationships with Alberta and Saskatchewan through the [New West Partnership Trade Agreement](#).

The newly-established [Major Investments Office](#) (MIO) is an integral part of the *BC Jobs Plan*. Its role is to provide specialized and personalized support to proponents with major investment proposals. The office works with investors and all levels of government to identify and overcome barriers that encumber investment projects across the province. The MIO's Hosting Program provides cross-government coordination of services to ensure that high-potential investors have a positive experience when they visit British Columbia.

## Developing our Industries and Regions

The Ministry works with communities, First Nations, local governments, businesses and international partners to stimulate the provincial economy, create an environment where businesses can thrive and create permanent, sustainable employment. The Ministry supports both the Aboriginal Business Investment Council and the BC Jobs and Investment Board.

Economic growth and diversification of B.C.'s industries benefits regions and rural communities across the province. The Ministry works with regional economic development trusts – including the [Columbia Basin Trust](#), the [Nechako-Kitimaat Development Fund Society](#), the [Northern Development Initiative Trust](#), the [Island Coastal Economic Trust](#) and the [Southern Interior Development Initiative Trust](#) – to ensure that co-ordinated



*A full slate of newly appointed BC Jobs and Investment Board members is in place to build on British Columbia's record setting exports in 2011 and the momentum of the BC Jobs Plan.*

efforts result in the best outcomes. The Ministry also co-ordinates the Province's response to the social and economic effects of the mountain pine beetle epidemic.

## Supporting Innovation, Commercialization and Entrepreneurship

The Ministry invests in innovation to fuel the continued growth and diversification of our economy and to advance commercialization. B.C. is a global technology leader, with strong

industry clusters that include clean technology, information and communication technologies, wireless, digital and screen-based media, and health and life sciences.

B.C.'s technology sector supports process innovations, new product development and new business models in the priority sectors identified in the *BC Jobs Plan*, helping them build on their competitive advantages and enabling them to enter new markets. This, in turn supports the creation of high-paying jobs across the province that give families economic stability and build vibrant communities for future generations. To advance innovation, we collaborate with other ministries including Finance; Health; Forests, Lands and Natural Resource Operations; Agriculture; and Advanced Education, particularly on the [B.C. Knowledge Development Fund](#). We also partner with Crown agencies affiliated with the Ministry, such as the [British Columbia Innovation Council](#) and the [BC Immigrant Investment Fund](#), and with advisory groups, like the [Premier's Technology Council](#).

The Ministry works with small businesses to advance their economic competitiveness by providing access to venture capital, tools and resources and by streamlining regulatory requirements. The [Small Business Roundtable](#) and the business community as a whole are critical partners in identifying actions that government and others can take to increase economic competitiveness. Simplifying and streamlining regulatory requirements and leading innovation on government service delivery will make it easier to do business in the province and enhance B.C.'s competitive business environment.

## **Ensuring a Skilled Workforce**

The Ministry plays a leadership role in aligning skills training to where the jobs are, as well as ensuring that training and skills development matches the needs of sectors that are creating jobs. The Ministry also leads the attraction and retention efforts of new workers by establishing British Columbia as a destination of choice to live, study and work for people from across Canada and around the world.

With input from stakeholders, the Ministry and the [Industry Training Authority](#) (a Crown corporation affiliated with the Ministry) develops and implements initiatives and programs to position B.C.'s workforce and employers for economic success. In addition, investments through the federally funded [Labour Market Development Agreement](#) and the [Labour Market Agreement](#) are being made to develop the information and analysis needed to inform policy decisions and to support labour market decisions made by workers and employers.

The Ministry's immigration, settlement, multiculturalism and labour market programs also contribute to the prosperity of the provincial economy and the quality of life of B.C. families by investing in the skills, credential recognition and career development of our students, workers and immigrants and in settling and integrating newcomers and their families in communities in every region of the province.

## **Developing Tourism**

The Ministry implements marketing programs to attract visitors to and throughout B.C. in cooperation with provincial tourism partners. British Columbia's competitive advantage is an exceptional mix and diversity of places, people and experiences within awe-inspiring natural surroundings. By matching these competitive strengths with consumers from targeted markets, B.C. is well positioned to take advantage of growth in tourism from both traditional and emerging markets.

To fully capitalize on British Columbia's economic potential and enhanced international exposure, the Ministry promotes the *Super, Natural British Columbia*<sup>®</sup> brand in key markets around the world and works with tourism partners to ensure a quality visitor experience in our province. High-profile assets, such as the spectacular [BC Place Stadium](#) and [Vancouver Convention Centre](#), are valuable to the province's international identity.

# Strategic Context

The Ministry's work to enhance B.C.'s economic prosperity takes place in a context of world markets and other external forces. This section discusses some key external realities for each of the Ministry's main areas of work in 2011/12.

## **Opening Markets and Attracting Investment**

B.C. relies on trade and investment for its economic development and, while no other province in Canada is as well positioned to serve as Canada's gateway to the growing economies of the Asia-Pacific, B.C. faces stiff international competition in trade and investment. The trade environment has been especially challenging in recent years with the global economic downturn and the corresponding decline in trade with the U.S., our largest trading partner.

At the same time, families in fast-growing economies of Asia are gaining new buying power. In fact, in 2011 the share of exports destined for the Pacific Rim eclipsed those to the U.S. for the first time in the province's history, and our softwood lumber exports to China surpassed \$1 billion, also for the first time.

## **Developing our Industries and Regions**

This past year, B.C.'s regional and rural communities continued to evolve and adapt to advance economic development and to remain competitive in the changing global economy. New and traditional economic sectors with operations in communities across the province continued to develop their ability to take hold of economic opportunities and grow and diversify regional economies. Communities deepened their capacity for growth by partnering with educational institutions and business to become ready for investment and to create new jobs by training and retaining skilled workers.

## **Supporting Innovation, Commercialization and Entrepreneurship**

Innovation and commercialization play a major role in shaping the global economy and in advancing British Columbia's domestic and international competitiveness. Global competition for the world's best and brightest talent is also increasing. It is important that B.C. positions itself to attract and retain world-class researchers, scientists and entrepreneurs and to strengthen its competitive position as a leader in innovation and commercialization.

Access to venture capital is critical to realizing the full benefits of innovation. Last year, there was a significant increase in venture capital activity in the marketplace, with B.C. now ranking second in the country for access to early-stage venture capital.



## **Ensuring a Skilled Workforce**

Without action, skills shortages present a hurdle to B.C.'s economic development. By 2020, B.C. is projected to have over 1 million job openings, about 80 per cent of which will require some post-secondary education. British Columbia's population will only provide workers for two-thirds of those jobs, and only about 70 per cent of B.C.'s workforce currently possesses the level of education required for those positions. As the *BC Jobs Plan* accelerates job creation, skills shortages in some regions and sectors are anticipated to increase.

The challenge for B.C. is to make use of every opportunity to build a more skilled workforce with the right skills, and to match those skills with the demand from employers in communities across the province. This requires increasing the labour market participation rates of our citizens and aligning the education and skills training programs with the needs of workers, employers and industry as a whole. Based on our demographics, B.C. will increasingly rely on immigrants to provide a significant supply of workers to fill its labour market needs over the next ten years. Ensuring that immigrants and newcomers can fully participate in their communities and the economy is critical to meeting B.C.'s labour market challenge.

## **Developing Tourism**

Tourism is already one of the leading industries in British Columbia, but there is room to grow. As discretionary incomes rebound in the developed world and the demand for travel increases in developing countries, tourism is expected to be one of the world's most rapidly growing industries. In the short term, however, the industry has continued to face significant challenges that are beyond Provincial control, such as the strength of the Canadian dollar, slow economic recovery around the globe, a weaker currency in Europe and an increase in fuel prices. There is also increasing competition from emerging destinations, such as Eastern Europe and Southeast Asia.

# Report on Performance

The following sections report the progress made by the Ministry towards achieving the goals, objectives and performance targets for the past fiscal year, as articulated in the Ministry's [Revised 2011/12 - 2013/14 Service Plan](#). The Ministry exceeded its targets for five of the nine performance measures, and substantially achieved one other target. One target was not achieved, and data are not yet available for the two remaining performance measures.

## Performance Results Summary Table

<b>Goal 1: British Columbia — Canada's Pacific Gateway — is recognized globally as a preferred place to do business and as a destination for investment</b> For greater detail see pages 20 to 23	<b>2011/12 Target</b>	<b>2011/12 Actual</b>
<b>Obj. 1.2 Increase B.C.'s trade and investment in priority markets</b> Performance Measure 1: Total value of foreign direct investment and venture capital investment facilitated by Ministry programs	\$740M	\$3.81B EXCEEDED
<b>Obj. 1.2 Increase B.C.'s trade and investment in priority markets</b> Performance Measure 2: Total number of international business agreements facilitated by Ministry programs	55	103 EXCEEDED
<b>Goal 2: B.C.'s regions and rural areas are centres of economic prosperity with vibrant, resilient and sustainable communities</b> For greater detail see pages 23 to 27	<b>2011/12 Target</b>	<b>2011/12 Actual</b>
<b>Obj. 2.1 Provide rural regions and communities with access to programs and services that support economic development</b> Performance Measure 3: Number of Communities First Agreements signed <sup>2</sup>	14	8 NOT ACHIEVED
<b>Obj. 2.2 Support regions and communities to mitigate the impacts of the mountain pine beetle epidemic</b> Performance Measure 4: Number of mountain pine beetle mitigation projects implemented to date by the Beetle Action Coalitions <sup>2</sup>	24	65 EXCEEDED
<b>Goal 3: Improve British Columbia's position as one of North America's preferred tourism destinations from domestic and international markets</b> For greater detail see pages 27 to 30	<b>2011/12 Target</b>	<b>2011/12 Actual</b>
<b>Obj. 3.2 Maximize efficiency and effectiveness of marketing within the B.C. tourism industry</b> Performance Measure 5: Provincial Tourism Revenues		
<ul style="list-style-type: none"> <li>• Total Provincial Tourism Revenues</li> <li>• Domestic B.C. Resident Tourism Revenue</li> <li>• International/Non-B.C. Resident Canada Tourism Revenue</li> </ul>	<ul style="list-style-type: none"> <li>\$13.9B</li> <li>\$2.6B</li> <li>\$5.6B</li> </ul>	<ul style="list-style-type: none"> <li>DATA NOT AVAILABLE<sup>3</sup></li> <li>DATA NOT AVAILABLE<sup>3</sup></li> <li>DATA NOT AVAILABLE<sup>3</sup></li> </ul>

<sup>2</sup> The results for this measure are presented as cumulative, rather than annual, totals. See page 24 for details.

<sup>3</sup> The Total Provincial Tourism Revenues data will be available on the BC Stats website in the early fall of 2012. The remaining figures will be published on the Ministry's website, also in the fall of 2012.

Ministry of Jobs, Tourism and Innovation

<b>Obj. 3.2 Maximize efficiency and effectiveness of marketing within the B.C. tourism industry</b> Performance Measure 6: Visitors to HelloBC.com consumer websites worldwide	6.5M	7.4M EXCEEDED
<b>Goal 4: British Columbia has a highly skilled and competitive labour force to support economic growth across the province (the right skills, in the right place, at the right time)</b> For greater detail see pages 30 to 33	<b>2011/12 Target</b>	<b>2011/12 Actual</b>
<b>Obj. 4.1 Develop the skills of British Columbians to respond to the needs of regional economies</b> Performance Measure 7: Number of clients supported to access the labour market	39,317	39,764 EXCEEDED
<b>Obj. 4.2 Attract and retain new workers and entrepreneurs throughout British Columbia and facilitate integration of them and their families</b> Performance Measure 8: Number of foreign workers and entrepreneurs nominated for permanent immigration through the Provincial Nominee Program	3,875	3,500 of 3,500 possible. <sup>4</sup> SUBSTANTIALLY ACHIEVED
<b>Goal 5: B.C. is a leader in technology and innovation</b> For greater detail see pages 33 to 35	<b>2011/12 Target</b>	<b>2011/12 Actual</b>
<b>Obj. 5.1 Foster commercialization and knowledge development through investments in, and policies that support, post-secondary education, research and innovation</b> Performance Measure 9: Business enterprise expenditures on research and development as a percentage of GDP	0.65%	DATA NOT AVAILABLE <sup>5</sup>

<sup>4</sup> This was the maximum number of nominations made available to the BC Provincial Nominee Program by the federal government for 2011/12.

<sup>5</sup> The Statistics Canada report that is the source of data for this measure is printed every year in December, with a two-year lag in provincial data.

## Goals, Objectives, Strategies and Performance Measures

### Goal 1: British Columbia – Canada’s Pacific Gateway – is recognized globally as a preferred place to do business and as a destination for investment

#### Objective 1.1: Increase B.C.’s economic competitiveness.

#### Strategies

Key strategies pursued over the past year include:

- Developing and beginning to implement [Canada Starts Here: The BC Jobs Plan](#), a new provincial strategy for economic success.
- Establishing the Major Investments Office to assist proponents proposing major projects by coordinating and accelerating Government’s efforts to support those projects.
- Creating the Hosting Program to provide cross-government coordination of services to ensure high-potential investors have a positive experience when they visit British Columbia.
- Enhancing international and inter-provincial commercial ties to stimulate innovation and drive productivity in B.C.
- Advancing B.C.’s priorities in the federal government’s international trade negotiations by directly participating in the Canada-European Union Comprehensive Economic and Trade Agreement negotiations; supporting Canada’s efforts to negotiate a free trade agreement with India and other key trade partners; and defending B.C.’s interests in the Softwood Lumber Agreement arbitration filed by the U.S. against Canada and specifically, against B.C.’s interior pricing policies for timber affected by the mountain pine beetle epidemic.



*In March, Premier Christy Clark met with shipbuilders at the Vancouver Shipyards in North Vancouver, where she released the BC Jobs Plan's [six-month progress report](#).*

- Strengthening internal trade across Canada through changes to the Agreement on Internal Trade.
- Building on the success of the B.C.-Alberta Trade, Investment and Labour Mobility Agreement to create more open and competitive markets for the benefit of all consumers, workers, businesses and investors.
- Fully implementing components of the British Columbia-Alberta-Saskatchewan New West Partnership Trade Agreement that fall under the responsibility of the Ministry.

## **Objective 1.2: Increase B.C.'s trade and investment in priority markets.**

### **Strategies**

Key strategies pursued over the past year include:

- Promoting investment opportunities in B.C. with investors in Asia, the U.S./Americas and Europe.
- Showcasing B.C.'s products, services and competitive advantages using outbound trade missions, ministerial missions and sectoral trade shows to increase trade and investment activity with key markets, including China, Japan, Korea, India, the U.S. and Europe.
- Providing services in export market development, investment attraction support, training and information supports, and other global 'accelerator' services, to help B.C. exporters expand into new markets and help B.C. communities attract new investment.
- Building on the opportunities afforded by the 2010 Olympic Games business-hosting program that generated new leads for new partnerships and new customers for B.C. products.
- Developing the B.C. business network, relationships with B.C. alumni and other trade and investment contacts.
- Promoting greater awareness of B.C. as Canada's Pacific Gateway by leveraging the multi-lingual [Asia-Pacific Business Centre](#) at Robson Square in Vancouver as a hub for business activity and industry-driven programming.

#### ***Premier's Mission to China and India Strengthens Trade and Investment Ties***

*Sichuan Airlines has announced that regular flights from China to Vancouver will commence in June 2012, representing Sichuan's first venture into the North American market. This is expected to bring **31,000 more visitors** to B.C. annually and to boost B.C. annual GDP by \$3.5 million.*

*Two significant Chinese **investments in B.C. mining projects** were announced, with an estimated value of over \$1.3 billion and an expected 1,200 new jobs.*

*In India, the Premier highlighted B.C. as a world class location for trade and investment to a high level audience, including influential business leaders, at the **World Economic Forum** in Mumbai.*

- Expanding and improving the delivery of the Ministry’s venture capital programs, with an emphasis on encouraging investment in B.C.’s innovative small businesses.



*Premier Christy Clark and Minister Pat Bell at a joint forestry working group panel, along with China’s Ministry of Housing and Urban Development Vice-Minister Qiu Baoxing and representatives from B.C.’s forestry industry. B.C. delegates sold 1.46 million cubic metres of lumber to China during the Premier’s mission.*

**Performance Measure 1: Foreign direct investment and venture capital investment facilitated by Ministry programs**

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Total value of foreign direct investment and venture capital investment facilitated by Ministry programs	N/A <sup>1</sup>	N/A <sup>1</sup>	\$740M	\$3.81B EXCEEDED

**Data Source:** Ministry of Jobs, Tourism and Innovation, and data derived from quarterly reports prepared by Thomson Reuters available at [www.canadavc.com/info.aspx?page=stats](http://www.canadavc.com/info.aspx?page=stats).

<sup>1</sup>This measure was not introduced until the 2011/12 Service Plan.

**Discussion of Results**



The Ministry attracts foreign direct investment (FDI) to B.C. by marketing the province’s competitive advantages and world-class business environment, targeting potential investors through our international office network, providing hosting and other services in B.C. to inbound investment delegations and helping sectors and communities to be investment-ready. The Ministry’s venture capital programs give small businesses access to early-stage venture capital, business expertise, and contacts for seed-stage companies to help them develop and expand. B.C.’s success in attracting FDI and venture capital market activity supports both new and expanding B.C. businesses.

*Endurance Windpower President and CEO Glen Johnson standing in one of his company’s popular wind turbines. Endurance Windpower is one of many B.C. start-ups assisted by the Ministry’s Venture Capital programs last year.*

## Ministry Response

While the Ministry works to increase the amount of FDI attracted to B.C., foreign investment results ultimately depend on private sector intentions. Performance targets are based on annual foreign direct investment in B.C. averaged over a number of years. As a result, there may be significant variation in actual achievements on a year-to-year basis. This past year, three very large investment projects in the natural resources sector accounted for the majority of FDI attracted to the province by the Ministry.

### **Performance Measure 2: International business agreements facilitated by Ministry programs**

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Total number of international business agreements facilitated by Ministry programs	N/A <sup>1</sup>	N/A <sup>1</sup>	55	103 EXCEEDED

**Data Source:** Ministry of Jobs, Tourism and Innovation.

<sup>1</sup> This measure was first introduced in the 2011/12 Service Plan.

## Discussion of Results

International business is critical to the success of companies in British Columbia's small, open economy. Agreements take the form of international purchases of B.C. goods and services (export agreements), research and innovation partnerships and agreements between industry and government that create the environment for deeper commercial relationships between companies. The Ministry supports the conclusion of international business agreements by arranging meetings and introductions between parties, providing information necessary to conclude agreements, assisting parties to work with all levels of government in B.C. and Canada and providing other services tailored to the needs of the parties.

## Ministry Response

The conclusion of international business agreements is largely dependent on private sector intentions. The Ministry's performance target is based on a multi-year average of agreements concluded per year. There may be significant variation in actual achievements on a year-to-year basis, as was the case this past year.

## **Goal 2: B.C.'s regions and rural areas are centres of economic prosperity with vibrant, resilient and sustainable communities**

Regional economic development requires skilled entrepreneurs in all regions with access to capital and, where appropriate, access to government programs that support business and entrepreneurship. In B.C.'s mixed economy, Government works with communities to help them

become investment-ready and to help smaller communities develop capacity to carry out economic development functions.

Small businesses are vital to the province's economic success. A supportive business climate will improve the province's competitiveness as a place to live, invest and create jobs.

Entrepreneurship and innovation will increase British Columbia's productivity and wealth creation and facilitate a rise in the standard of living.

**Objective 2.1: Provide rural regions and communities with access to programs and services that support economic development.**

**Strategies**

Key strategies pursued over the past year include:

- Equipping regions with the tools they need to identify new economic opportunities, attract new investment and retain and expand existing businesses.
- Ensuring provincial economic development and diversification tools are tailored to meet the needs of rural regions and smaller communities through, for example, Communities First Agreements.
- Supporting regionally-based priority economic development projects through implementation of the \$50 million Western Economic Partnership Agreement (WEPA) between the Province of British Columbia and the federal government's Western Economic Diversification programs.

**Performance Measure 3: Number of Communities First Agreements signed**

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Number of Communities First Agreements signed (cumulative) <sup>1</sup>	2	8	14	8 NOT ACHIEVED

**Data Source:** Ministry of Jobs, Tourism and Innovation.

<sup>1</sup> The results presented here are cumulative totals: two agreements were signed in 2009/10, six in 2010/11 and none in 2011/12, for a total of eight signed agreements.

**Discussion of Results**

Under the Communities First Agreement (CFA) pilot program, participating communities identified and prioritized their economic development objectives, while the Province committed to working directly with communities to help them achieve those objectives. While no new CFAs were signed in 2011/12, Ministry staff continued to work with the communities of Port Hardy, Clinton, Chetwynd, Vanderhoof and Prince Rupert to implement existing agreements. This included providing support for downtown revitalization, investment attraction and retention,



improving access to job training and education, and partnership development initiatives with First Nations.

## Ministry Response

One of the aims of the CFA pilot program was to improve our understanding of what approaches to community development are best suited to the B.C. context. While the CFA program resulted in significant benefits to communities, one of the lessons learned from the pilot is that there is a need and a desire in communities for more regional approaches to development. A regional approach can better support building the economic base in rural areas, and offers countless opportunities for partnerships between communities and the opportunity to leverage such partnerships through knowledge transfers, funding, and the sharing of program responsibilities.

As part of *Canada Starts Here: The BC Jobs Plan*, the Ministry adopted a new approach to regional economic development by launching the [Regional Economic Development Pilots](#). This program encompasses three geographic areas: North Fraser (Mission, Pitt Meadows, and Maple Ridge); Campbell River; and the Barriere-McBride Corridor (Barriere, Clearwater, Blue River, Valemount, McBride and the Simpcw First Nations). These pilots will provide an opportunity for governments to improve their understanding of how to assist and streamline economic development in B.C. communities.

### *Regional Economic Development Pilots*

*In December, North Fraser became the first of the three regions participating in the Regional Economic Development Pilot to hold a regional forum to discuss opportunities for job creation and economic growth. Hosted by Minister Pat Bell, the forum included representatives from local government, business, industry, First Nations and academia. Since then, the Ministry has been working with the North Fraser communities to select three to five projects to be pursued as part of the pilot. The communities of the Barriere-McBride Corridor and Campbell River held their forums in January.*

*"Maple Ridge, Mission and Pitt Meadows form a powerful partnership. This pilot has focused our collective efforts on bringing jobs to this region. When we work together, the potential for this region is phenomenal." Invest North Fraser director Kate Zanon.*

## **Objective 2.2: Support regions and communities to mitigate the impacts of the mountain pine beetle epidemic.**

### Strategies

Key strategies pursued over the past year include:

- Implementing the [Provincial Mountain Pine Beetle Action Plan](#) in collaboration with federal, provincial, First Nations and local governments to mitigate the economic, social and environmental impacts of the mountain pine beetle epidemic.

- In partnership with the federal government, regional Beetle Action Coalitions and other organizations developing and implementing high-priority mountain pine beetle mitigation initiatives.

**Performance Measure 4: Mountain pine beetle mitigation projects implemented by the Beetle Action Coalitions**

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Number of mountain pine beetle mitigation projects implemented to date by the Beetle Action Coalitions <sup>1</sup>	N/A <sup>2</sup>	20	24	65 EXCEEDED

**Data Source:** Ministry of Jobs, Tourism and Innovation.

<sup>1</sup> Annual results represent cumulative totals.

<sup>2</sup> Beetle Action Coalitions began to implement their Mountain Pine Beetle Mitigation Plans in 2010/11.

**Discussion of Results**

The three regional Beetle Action Coalitions (BACs) completed their mountain pine beetle mitigation plans in 2009/10. The Ministry has been working with the BACs and other stakeholders to implement the recommendations of the mitigation plans and to support economic diversification and community development in communities impacted by the epidemic. In 2011/12, the BACs provided approximately \$1.3 million in funding to over 45 projects. These investments were matched with an additional \$3 million in funding from other sources. More information on the [Omineca](#), [Cariboo-Chilcotin](#) and [Southern Interior](#) Beetle Action Coalitions and their socio-economic adjustment plans can be found on their respective websites.



*A log wall is being tested in a laboratory as part of a project to grow B.C.'s log home and timber frame industry.*

**Ministry Response**

In April 2011, the Provincial Government provided additional funding to the BACs to support them over three years in implementing their mitigation plans. This funding, totalling \$3 million to each of the BACs, has allowed the coalitions to fund and implement a large number of projects and the Ministry to exceed its target for 2011/12.

## **Objective 2.3: Create a business climate that supports small business and encourages economic development.**

### **Strategies**

Key strategies pursued over the past year include:

- Fostering cultures of entrepreneurship in British Columbia (e.g., supporting the Small Business Roundtable and British Columbia Junior Achievement; highlighting and celebrating the contributions of British Columbia's small businesses).
- Through [\*Straightforward BC: Regulation, Clear and Simple\*](#), building an efficient and effective regulatory system in B.C. – for example by extending government's commitment to zero net increase in the regulatory burden until 2015.
- Maintaining and building partnerships with federal and municipal governments and key organizations to leverage resources and offer services, products and tools to entrepreneurs (e.g., Small Business BC, Building Skills for Small Business Fund).
- Supporting the expansion of mobile business licences throughout the province to support businesses operating in multiple municipalities.
- Exploring new ways to increase small business access to financing.



*Mayors from Surrey, Kamloops, Ladysmith, Prince Rupert, Quesnel and Rossland accept the "Most Small Business Friendly Community" award, awarded to local governments that go out of their way to champion the growth of small businesses. September 2011.*

## **Goal 3: Improve British Columbia's position as one of North America's preferred tourism destinations from domestic and international markets**

### **Objective 3.1: Attract first time and repeat visitors from priority markets.**

#### **Strategies**

Key strategies pursued over the past year include:

- Developing and launching [\*Gaining the Edge\*](#), a five-year strategy for developing B.C.'s tourism industry.

- Developing and deploying targeted consumer campaigns, customized database marketing and online marketing tactics to increase consumer awareness of British Columbia's tourism products and regions, and to connect consumers with tourism businesses.
- Increasing sales of the British Columbia tourism product through the travel trade by providing education and sales support to key tour operators.
- Using media relations to generate unpaid media coverage of B.C.'s tourism experiences worldwide.
- Conducting research and evaluation on consumers, markets, products and trends to inform decision making.
- Working with international, national and B.C.-based partners to further leverage marketing efforts.
- Providing visitors with tourism information, assistance and advice through an integrated Visitor Centre Network, online, contact centre, and connections direct to tourism businesses.
- Improving the visitor experience through affordable, quality customer service training and quality assurance programs.

#### ***Media Relations***

*The Ministry is a global leader in using media relations to generate unpaid coverage of B.C.'s tourism industry worldwide. Each month, our media relations specialists distribute fresh story ideas to over 9,000 media contacts, and prewritten stories to more than 4,000 editors. Last year, this resulted in 12,000 media stories, articles and broadcast clips, including:*

- *8 broadcasts on World Traveller China (viewership of 1.2 billion).*
- *104 pages in World Traveller magazine.*
- *BC hosting the final 3 episodes of Top Chef in Whistler and Victoria.*

### **Objective 3.2: Maximize efficiency and effectiveness of marketing within the B.C. tourism industry.**

#### **Strategies**

Key strategies pursued over the past year include:

- Ensuring that tourism efforts provincially, regionally and locally are coordinated to achieve the maximum efficiency and effectiveness.
- Leveraging regional tourism investment through co-operative marketing programs implemented across the province in regions and communities.

- Working with the tourism industry and federal, provincial and local government agencies to address issues and opportunities impacting tourism growth.
- Assisting communities and sectors in increasing the professionalism and market readiness of the industry, developing relevant tourism strategies and increasing overall participation in tourism marketing through programs such as the [Community Tourism Foundations®](#), [Community Tourism Opportunities](#), City Stays, Experiences BC, and Sport Tourism.
- Encouraging the growth of Aboriginal cultural tourism in B.C. and First Nations' investment in tourism and outdoor recreation ventures.
- Working with partners to address shortages in B.C.'s tourism workforce.

### Performance Measure 5: Provincial Tourism Revenues

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Total Provincial Tourism Revenues <sup>1</sup>	\$12.9B	\$13.4B	\$13.9B	DATA NOT AVAILABLE
Domestic B.C. Resident Tourism Revenue <sup>1</sup>	\$2.5B	\$2.5B	\$2.6B	DATA NOT AVAILABLE
International / Non-BC Resident Canada Tourism Revenue <sup>1</sup>	\$5.3B	\$5.4B	\$5.6B	DATA NOT AVAILABLE

**Data Source:** Provincial Tourism Revenues are calculated by BC Stats, and the information is used by the Ministry to establish future targets.

<sup>1</sup> Total provincial tourism revenues are estimated by BC Stats from data on revenues of B.C. tourism businesses and an assessment of their dependence on spending by tourists. Domestic B.C. Resident Tourism Revenue and International/Non-B.C. Resident Canada Tourism Revenue are overnight visitor expenditure estimates based on surveys of visitors by Statistics Canada. Because of the two different methodologies, the sum of domestic and international will not necessarily add up to the total. This measure is calculated on a calendar year basis; for example, the 2009/10 results reflect the period from January 1, 2009 to December 31, 2009.

### Discussion of Results

Provincial tourism revenues are an overarching industry indicator of tourism growth in the province and a key measure for tracking the health and growth of the tourism industry. Increases and decreases are affected by numerous factors, such as exchange rates, fuel costs, international security policies, ease of air travel access and the provincial, national, and global economy.

The Total Provincial Tourism Revenues data will be available on the BC Stats website in the early fall of this year. The remaining two figures will be published in the Ministry's *The Value of Tourism* publication, which will also be available on the Ministry's website in the fall of 2012.

### Performance Measure 6: Visitors to HelloBC.com consumer websites worldwide

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Visitors to HelloBC.com consumer websites worldwide	9.26M	6.0M	6.5M	7.4M EXCEEDED

**Data Source:** Ministry of Jobs, Tourism and Innovation.

## Discussion of Results

This measure tracks the number of visitors to British Columbia's tourism consumer website [HelloBC.com](http://HelloBC.com) and related foreign-language websites, and is an indicator of the success of marketing programs. This past year has been a successful one, with the Ministry exceeding its target by 900,000 visitors.

## Goal 4: British Columbia has a highly skilled and competitive labour force to support economic growth across the province (the right skills, in the right place, at the right time)

Helping to build and expand a skilled workforce is a key commitment under the *BC Jobs Plan*. Through its integrated programs, the Ministry provides leadership to ensure that the labour market needs of our regions and industries are met, and to help British Columbians connect to job opportunities through WorkBC.ca. Immigrants and newcomers do more than increase workforce numbers; they add to community renewal and innovation by contributing their ideas and energy to the province's communities and workplaces. Through WelcomeBC programs and services, the Ministry supports the successful settlement and integration of immigrants into communities and the labour market and ensures that B.C. is an attractive and welcoming destination for all.

### *Investing in Trades Training for British Columbians*

*The Ministry invested over \$100 million this past year in trades training through the [Industry Training Authority \(ITA\)](#). This was also the year in which ITA awarded 8,759 certificates of qualifications to journeypersons in B.C. – a record number. Overall participation in ITA's youth programs has almost tripled since March 2004 and the Ministry continues to invest in opportunities for Aboriginal people, women and immigrants to explore careers in the trades.*

## Objective 4.1: Develop the skills of British Columbians to respond to the needs of regional economies.

### Strategies

Key strategies pursued over the past year include:

- Supporting individual skills development and labour market attachment through Labour Market Agreement programs.

- Supporting employers in key sectors and regions to develop targeted and effective workforce strategies through the [Labour Market Partnerships Program](#).
- Supporting employers in meeting their skilled workforce needs with the [Labour Market Sector Solutions Program](#).
- Collaborating with partners, such as the Industry Training Authority and post-secondary institutions, to plan and deliver skill training that aligns with areas of labour market demand.
- Leading workforce development initiatives necessary for the successful implementation of the *BC Jobs Plan*, such as the establishment of [Regional Workforce Tables](#) in the Northwest and Northeast, and taking action to support skills training in specific sectors, such as shipbuilding, mining and forestry.
- Providing authoritative labour market information products and services through WorkBc.ca for British Columbians to make informed decisions about the labour market and their own training and career choices and to facilitate matching job seekers with employers.
- Implementing immigrant labour market and sector-specific initiatives to support immigrants' integration into the labour market and the economy.



*Minister Bell touring Camosun College's carpentry program with the CEO of the Industry Training Authority Kevin Evans.*

### **Performance Measure 7: Number of clients supported to access the labour market**

<b>Performance Measure</b>	<b>2009/10 Actual</b>	<b>2010/11 Actual</b>	<b>2011/12 Target</b>	<b>2011/12 Actual</b>
Number of clients supported to access the labour market	26,301 <sup>1</sup>	32,213 <sup>1</sup>	39,317	39,764 <sup>2</sup> EXCEEDED

**Data Source:** Ministry of Jobs, Tourism and Innovation.

<sup>1</sup> Includes programs funded by the Strategic Training and Transition Fund. Funding for the Strategic Training and Transition Fund concluded at the end of fiscal 2010/11.

<sup>2</sup> This is an Estimate as of June 2012. Not all data from third-party providers had been received at time of publication.

## Discussion of Results

Ministry programs covered by this measure include programs under the [Canada-BC Labour Market Agreement](#) (LMA) (11,059 participants), the Targeted Initiative for Older Workers (959) and a portion of [WelcomeBC](#) programs funded largely under the Canada-BC Immigration Agreement (27,746).

LMA programs are highly successful, with over 90 per cent of participants reporting the services received have sufficiently prepared them for employment opportunities and over 70 per cent reporting that they are either in school or employed three months after participating in a LMA-funded program. Under the labour market related WelcomeBC programs, participants benefit from English language training and labour-market-focused settlement assistance. For example, the Skills Connect for Immigrants program has helped skilled immigrants connect to jobs related to their pre-arrival skills and training. Since the program started in 2006, approximately 70 per cent of those completing the program have been successfully connected with employment, compared with 38 per cent pre-program.

### **Objective 4.2: Attract and retain new workers and entrepreneurs throughout British Columbia and facilitate integration of them and their families.**

## Strategies

Key strategies pursued over the past year include:

- Expanding and promoting the [Provincial Nominee Program](#) to attract and retain more immigrants and international students to help meet regional economic and labour market needs.
- Delivering over \$100 million in immigrant settlement and integration services, multiculturalism programs and on-line client engagement channels to increase access to immigrant services (WelcomeBC.ca).
- Developing and implementing social marketing and international talent attraction strategies to promote B.C. as a destination of choice to work and live.
- Supporting the work of the Immigration Task Force to review the effectiveness of economic immigration programs in supporting B.C.'s labour market and economic development.
- Improving employers' access to workers from outside the province by supporting labour mobility, improving foreign qualifications recognition, and implementing pilot projects for Temporary Foreign Workers and International Students.
- Collaborating with local governments, organizations, sectors, and employers to build welcoming and inclusive communities and workplaces in British Columbia.



**Performance Measure 8: Number of foreign workers and entrepreneurs nominated for permanent immigration through the Provincial Nominee Program**

Performance Measure	2009/10 Actual	2010/11 Actual	2011/12 Target	2011/12 Actual
Number of foreign workers and entrepreneurs nominated for permanent immigration through the Provincial Nominee Program <sup>1</sup>	3,146	3,422	3,875	3,500 of 3500 possible <sup>2</sup> SUBSTANTIALLY ACHIEVED

**Data Source:** Ministry of Jobs, Tourism and Innovation.

<sup>1</sup> This performance measure indicates the number of principal applicants (excluding family members) approved by the Provincial Nominee Program and is based on allocations set by the federal government.

<sup>2</sup> This was the maximum number of nominations made available to the PNP by the federal government for 2011/12.

**Discussion of Results**

The Provincial Nominee Program (PNP) helps employers and B.C. communities attract and retain immigrants with significant potential to contribute to the economy. It does this by offering accelerated immigration for qualified skilled workers and experienced entrepreneurs and investors. For example, in 2011/12 the PNP approved 113 entrepreneurs to develop businesses, with expected investment of \$317 million and 479 new jobs.

While the PNP is a provincially administered program, the ultimate responsibility for immigration lies with the federal government, which sets limits on the number of persons B.C. can nominate under the PNP. The Ministry’s target of 3,875 nominees for 2011/12 was pro-rated from the federal government’s 2011 calendar year allocation of 3,500 nominations for B.C. and an anticipated 5,000 nominations for the 2012 calendar year. However, the federal government has capped PNP allocations nationally, allocating only 3,500 nominations to B.C. for the 2012 calendar year. The PNP thus achieved the maximum number of nominations available for the year, but fell somewhat short of the original target. We will continue to urge the federal government to reconsider the cap in light of the extraordinary results of the PNP and the strong evidence of increasing demand and support for immigration across B.C.

**Goal 5: B.C. is a leader in technology and innovation**

B.C.’s future economy will be shaped by innovation. Collaborative partnerships and knowledge development will be critical to unlocking B.C.’s full economic and creative potential in the years ahead. The ability to capitalize on B.C.’s leading-edge research and competitive strengths in key knowledge industries will require unprecedented collaboration between government, post-secondary institutions and industry. It will also require a province-wide effort to build a culture of science in B.C. to ensure a critical mass of people with the knowledge and skills needed to support the knowledge-based economy.

**Objective 5.1: Foster commercialization and knowledge development through investments in, and policies that support, post-secondary education, research and innovation.**

**Strategies**

Key strategies pursued over the past year include:

- Investing in research and innovation infrastructure at post-secondary institutions through the [B.C. Knowledge Development Fund](#).
- Developing a new research and innovation policy, encouraging the development, commercialization and adoption of technologies and processes that align with, and contribute to, B.C.'s economic priorities.



*Dr. Matthew Farrer's world-class research to identify genes related to Parkinson's is being funded by the Ministry's [Leading Edge Endowment Fund](#).*

- Working with partners to advance a culture of science and innovation across B.C. that encourages youth to enter the fields of science and engineering, supports the development of entrepreneurs and promotes economic development.
- Leveraging the Year of Science momentum to increase awareness of, and participation in, the sciences that will ensure the viability and success of the provincial economy into the future.

**Performance Measure 9: Business enterprise expenditures on research and development**

Performance Measure	2009/10 Actual	2010/11 Estimate	2011/12 Target	2011/12 Actual
Business enterprise expenditures on research and development as a percentage of GDP	0.65%	0.68% <sup>1</sup>	0.65%	DATA NOT AVAILABLE <sup>1</sup>

**Data Source:** *Gross Domestic Expenditures on Research and Development in Canada (GERD), and the Provinces: National Estimates 2001 to 2011/ Provincial Estimates 2005 to 2009*, Catalogue no. 88-221-X, vol. 4, no. 1, Statistics Canada. Available at <http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=88-221-X&lang=eng>.

<sup>1</sup>The Statistics Canada report on which the above figures are based is published every year in December or January, with a two-year lag in provincial data, and covers calendar years. Thus, the latest report, published in January 2012, reports provincial data from the 2009 calendar year. The figures above refer to calendar years (2009/10 refers to the 2009 calendar year, etc.).

**Discussion of Results**

The ratio of business enterprise expenditures on research and development (R&D) to gross domestic product is a proxy for the level of innovation in firms. While only partly related to the

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efforts of the Ministry, it is a key indicator because higher R&D expenditures help to stimulate the growth of firms, create jobs and ultimately expand the provincial economy. Coherent innovation policies and strategic innovation funding by government helps to create an environment that encourages business investment in research and development. The forecasts reflect increases of approximately \$50 million per year in business enterprise R&D expenditures.

# Report on Resources

	Estimated <sup>1</sup>	Other Authorizations	Total Estimated	Actual	Variance
<b>Operating Expenses (\$000)</b>					
<b>Labour Market and Immigration Initiatives</b>	115,210	0,000	115,210	111,397	(3,813)
<b>Economic Competitiveness</b>	16,404	1,000	17,404	18,515	1,111
<b>Trade, Investment and Innovation</b>	17,117	5,658	22,775	23,370	595
<b>Regional Economic Development</b>	5,407	10,500	15,907	15,544	(363)
<b>Tourism</b>	48,930	0,000	48,930	51,076	2,146
<b>Transfer to Crown Corporations and Agencies</b>	27,942	6,272	34,214	34,214	0,000
<b>Executive and Support Services</b>	5,503	324	5,827	6,151	324
<b>Northern Development Fund</b>	500	0,000	500	500	0,000
<b>Multiculturalism</b>	0,000	625	625	625	0,000
<b>Adjustment of Prior Year Accrual</b>	0,000	0,000	0,000	(1,012)	(1,012)
<b>Total</b>	<b>237,013</b>	<b>24,379</b>	<b>261,392</b>	<b>260,380</b>	<b>(1,012)</b>
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)</b>					
<b>Executive and Support Services</b>	3,456	0,000	3,456	1,761	1,695
<b>Total</b>	<b>3,456</b>	<b>0,000</b>	<b>3,456</b>	<b>1,761</b>	<b>1,695</b>

<sup>1</sup> Other Authorizations (\$000) include:

**Contingencies:**

Junior Achievement of British Columbia .....	1,000
GCPE Jobs Agenda Marketing .....	3,963
Softwood Lumber Agreement Arbitration .....	1,695
Resort Municipality Tax Transfer Program .....	10,500
Japan Reconstruction .....	2,000
Operating Deficit for BC Pavilion Corporation.....	4,272
Minister's Office Deficit .....	324

**Transfer from Ministry of Social Development:**

Minister of State for Multiculturalism .....	625
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# Appendix 1: Ministry Contact Information

## Ministers' Offices

Minister Pat Bell  
Minister of Jobs, Tourism and Innovation  
PO Box 9071  
Stn Prov Govt  
Victoria B.C. V8W 9E2  
Email: [JTI.Minister@gov.bc.ca](mailto:JTI.Minister@gov.bc.ca)  
Phone: 250 356-2771

Minister John Yap  
Minister of State for Multiculturalism  
Ministry of Jobs, Tourism and Innovation  
PO Box 124  
Stn Prov Govt  
Victoria B.C V8W 9L6  
Email: [SMC.Minister@gov.bc.ca](mailto:SMC.Minister@gov.bc.ca)  
Phone: 250 952-6787

## Deputy Minister's Office

Dana Hayden  
Deputy Minister, Ministry of Jobs, Tourism and Innovation  
PO Box 9846  
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Victoria B.C. V8W 9T2  
Email: [DM.JTI@gov.bc.ca](mailto:DM.JTI@gov.bc.ca)  
Phone: 250 952-0102

## Major Investments Office

Ministry of Jobs, Tourism and Innovation  
PO Box 9325  
Stn Prov Govt  
Victoria B.C. V8W 2G5  
Email: [MIO.JTI@gov.bc.ca](mailto:MIO.JTI@gov.bc.ca)  
Phone: 250 356-7562

To learn more about the numerous programs and services provided by the Ministry of Jobs, Tourism and Innovation please visit [www.gov.bc.ca/jti](http://www.gov.bc.ca/jti).

## Appendix 2: Leading Edge Endowment Fund

### Organizational Overview

In 2002, the Government of British Columbia established a \$45 million Leading Edge Endowment Fund (LEEF) to attract world-class researchers to B.C., promote economic growth and job creation, and promote the unique roles that our universities and colleges play in innovation. To accomplish these goals, LEEF established 20 British Columbia Leadership Chairs at public, post-secondary institutions across B.C. in the areas of medical, social, environmental and technological research. Funding for these positions was based on 50/50 cost sharing partnership between the Provincial Government and private and non-profit sectors. In addition, Government also provided \$11.25 million to establish nine Regional Innovation Chairs at colleges and the former university-colleges.

2011/12 was the last full year of operations for LEEF, during which all funds have been committed. LEEF will be officially wound down in 2012.

### Governance

LEEF is an independent Society and a registered charity governed by a board of directors and supported by a secretariat of two.

### 2011/12 Results:

In 2011/12, LEEF announced two new B.C. Leadership Chairs:

- Biomedical and Environmental Proteomics, University of Victoria, Dr. Christoph Borchers (July 2011)
- Genetic Medicine, University of British Columbia, Dr. Matthew Farrer (August 2011)

One other new B.C. Regional Innovation Chair was awarded during the year that will be announced in 2012/13.



*Christoph Borchers (left), the new B.C. Leadership Chair in Biomedical and Environmental Proteomics at the University of Victoria, shows the media and Minister Pat Bell a solution extracted from poplar leaves that's about to be examined for levels of metabolites that enhance a tree's ability to sequester carbon.*

**LEEF Financial Summary, 2011/12**

(\$ in thousands)	2010/11 Actual <sup>1</sup>	2011/12 Actual <sup>2</sup>
<b>REVENUE</b>		
Grant Income <sup>3</sup>	\$6,750	\$1,250
Interest	\$213	\$209
	\$6,963	\$1,459
<b>EXPENSES</b>		
LEEF Chairs	\$6,750	\$1,250
Operations	\$229	\$240
	\$6,979	\$1,490
<b>EXCESS (Revenue over Expenses)</b>	<b>\$(16)</b>	<b>\$(31)</b>
<b>NET ASSETS (Beginning of year)</b>	<b>\$7,265</b>	<b>\$7,249</b>
<b>NET ASSETS (End of year)</b>	<b>\$7,249</b>	<b>\$7,218</b>

**Data Source:** Leading Edge Endowment audited financial statements and the Leading Edge Fund Society.

<sup>1</sup> Figures from the Leading Edge Endowment Fund audited financial statements for the year ended March 31, 2011.

<sup>2</sup> Figures provided by the Leading Edge Fund Society, subject to audit review.

<sup>3</sup> Grant income is drawn from "deferred contributions" on hand and reported in the year a chair award is made.

# Appendix 3: Nechako-Kitamaat Development Fund Society

## Organizational Overview:

The Nechako-Kitamaat Development Fund Society (NKDFS) was incorporated on August 18, 1999 to support sustainable economic activity in northern communities affected by the Kemano Completion Project and by the creation of the Nechako Reservoir. The Government of British Columbia provides NKDFS with \$500,000 annually from the \$15 million Northern Development Fund, a 50-50 cost-sharing partnership fund created by the Province and Alcan.

NKDFS spends the income from its long-term investments on programs and projects that meet the region's goals for economic development and community resilience. For more information on the Nechako-Kitamaat Development Fund Society, visit their website at: [www.nkdf.org/](http://www.nkdf.org/).

## Corporate governance

In 2011/12, NKDFS's board of directors included:

- Justus Benckhuysen, Rio Tinto Alcan Inc.
- Shannon Eakin, Burns Lake (Current Secretary/Treasurer)
- Keith Federink, Vanderhoof
- Ray Gerow, Prince George
- Rise Johansen, Southside
- Leslie Lax, Prince George
- Rosanne Murray, Burns Lake (Chair)
- Ernst Poschenrieder, Kitamaat Village
- Mike Robertson, Southside
- Paul Stewart, Vanderhoof (Past Secretary/Treasurer)

## 2011/12 Results

NKDFS-funded projects focused primarily on: capacity building, planning, business development, recreational-social development, community infrastructure and tourism – all of which will support sustainable economic development in the region. Project highlights include:

- The Lake District Airports Society received \$100,000 towards the construction of a 2500 square foot terminal building at the Baker Airport.
- The Chief Louie Paddle Company received \$95,000 for a market feasibility study on opportunities to harvest, process and market timber recovered from the Nechako reservoir, as well as beetle-killed timber, and to address infrastructure deficiencies.



**Nechako-Kitimaat Development Fund Society Financial Summary 2011/12**

<b>(\$ in thousands)</b>	<b>Actual 2011/12</b>	<b>Budget 2011/12</b>	<b>Actual 2010/11</b>
<b>REVENUE</b>			
Contribution Agreement Funding - Province of BC	\$500,000	\$500,000	\$500,000
Investment	\$7,838	\$33,173	\$71,500
	<b>\$507,838</b>	<b>\$533,173</b>	<b>\$571,500</b>
<b>EXPENSES</b>			
General	\$81,906	\$90,850	\$79,461
Grant Promotion	\$1,428	\$10,000	\$221
Grant Payments	\$391,746	\$956,944	\$502,295
	<b>\$475,080</b>	<b>\$1,057,794</b>	<b>\$581,977</b>
<b>EXCESS (Revenue over Expenses)</b>	\$32,758	\$(524,621)	\$(10,477)
<b>Fund Balance (Beginning of year)</b>	\$1,705,928	\$1,705,928	\$1,716,405
<b>Fund balance (End of year)</b>	<b>\$1,738,686</b>	<b>\$1,181,307</b>	<b>\$1,705,928</b>