

Ministry of Francophone Affairs of Ontario

# Ontario's Francophone Economic Development Strategy

MCCF Agora

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# Origins of the strategy



# Current state of the Francophone economic landscape

The Ontario Francophone economy represents:

- **Over 30,150 businesses with at least one Francophone owner:**
  - **4.3% of Ontario SMEs**
  - **50% of Francophone businesses outside Québec**
- Francophone and bilingual workers represent 11% of the workforce in the province and generate 12% of Ontario's gross domestic product (over \$80 billion).
- **63% of Francophone and bilingual employees have a university degree.**



# Key objectives of the strategy

1. Increasing the Francophone economic footprint.
2. Improving access to a qualified and bilingual workforce.
3. Creating jobs and expanding market opportunities for Francophone businesses and organizations.

# The strategy is based on three pillars

1

Francophone entrepreneurship and innovation

2

Bilingual skilled workforce: education, training and employability

3

Promoting Ontario's Francophonie as an economic asset

## To take action, the Ministry has two levers:


The programs and initiatives directed by the MFA.

- Francophone Community Grants Program (FCGP)
- Program under the *Cooperation and Exchange Agreement between the government of Québec and the government of Ontario with respect to the Francophonie*
- Funding to develop the economic Francophonie

The application of a Francophone Lens by other ministries to their programs or initiatives.

- The Ministry works with 11 partner ministries to target a total of 52 potential programs and initiatives that are currently included in the strategy.

# Some MFA-led initiatives



<b>1</b>	<b>Francophone entrepreneurship and innovation</b>	<p>Establishment of the Fédération des gens d'affaires (2021)</p> <p>Funding for support in French for business development</p>
<b>2</b>	<b>Bilingual workforce qualified</b>	<p>Funding of a project to integrate newcomers as staff for Francophone daycares</p> <p>Funding for a campaign to recruit Belgian students to Francophone post-secondary institutions</p>
<b>3</b>	<b>Promoting Francophonie as an economic asset</b>	<p>Funding for specialized reports on the Franco-Ontarian economy to improve Francophone employment and market data and analysis</p> <p>Participation in the Organisation Internationale de la Francophonie and bilateral collaboration agreements</p>

# Some initiatives led by partner ministries



**1** Francophone entrepreneurship and innovation

The MEDJCT funded the FGA so that it can offer French language services to small businesses in the same spirit as those offered by the Small Business Enterprise Centres (SBECs) in the province.

**2** Bilingual workforce qualified

The Treasury Board launched a bilingual recruitment initiative within the public service with the support of the Ministry of Francophone Affairs. The goal is to promote the identification, recruitment and retention of bilingual staff.

**3** Promoting Francophonie as an economic asset

Creation of the Ontario-Québec Francophonie Trade Award by the MEDJCT in collaboration with the MFA.



# Data and performance indicators

The Ministry of Francophone Affairs has established **two performance indicators** to monitor the progress of initiatives:

- Total value and proportionality of the Francophone projects funded under the program;
- Number of Francophones or Francophone projects benefiting from the program.

## Next steps

Maintain the three strategic pillars to target efforts

Continue gathering data to monitor trends and guide policies

Promote existing government support and initiatives to Francophones

Strengthen partnerships with key partner ministries and other jurisdictions for whom La Francophonie is an asset, in Canada and internationally

# Lessons learned

- The importance of identifying the opportunities offered through the initiatives of partner departments. Programs must be identified and promoted to Francophones.
- The importance of supporting entrepreneurship and recognizing the importance of funding training and support for business start-ups.
- The importance of a unifying body that allows the business sector, which is diffuse in of itself, to speak with one voice.
- The importance of intergovernmental partnerships such as cooperation agreements to maintain the momentum of growth by grafting concrete exchanges.

# Appendices

- Appendix A: The Francophone economic landscape in Canada

# Appendix A: The economic landscape of minority businesses in the country

## LES CARACTÉRISTIQUES DES PROPRIÉTAIRES ET DES ENTREPRISES DES MINORITÉS DE LANGUE OFFICIELLE



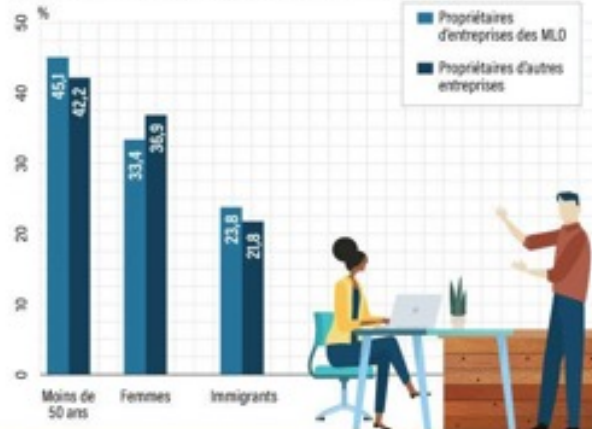
Entreprises dont au moins 50% des propriétaires ont la langue officielle minoritaire comme première langue officielle parlée (2017)

■ Provinces  
■ Nombre d'entreprises des MLO  
■ Pourcentage des entreprises dans la province



### Caractéristiques des propriétaires d'entreprises des minorités de langue officielle

Comparativement aux autres propriétaires, les propriétaires d'entreprises des minorités de langue officielle (MLO) sont un peu plus jeunes, un peu moins souvent des femmes, et un peu plus souvent des immigrants.



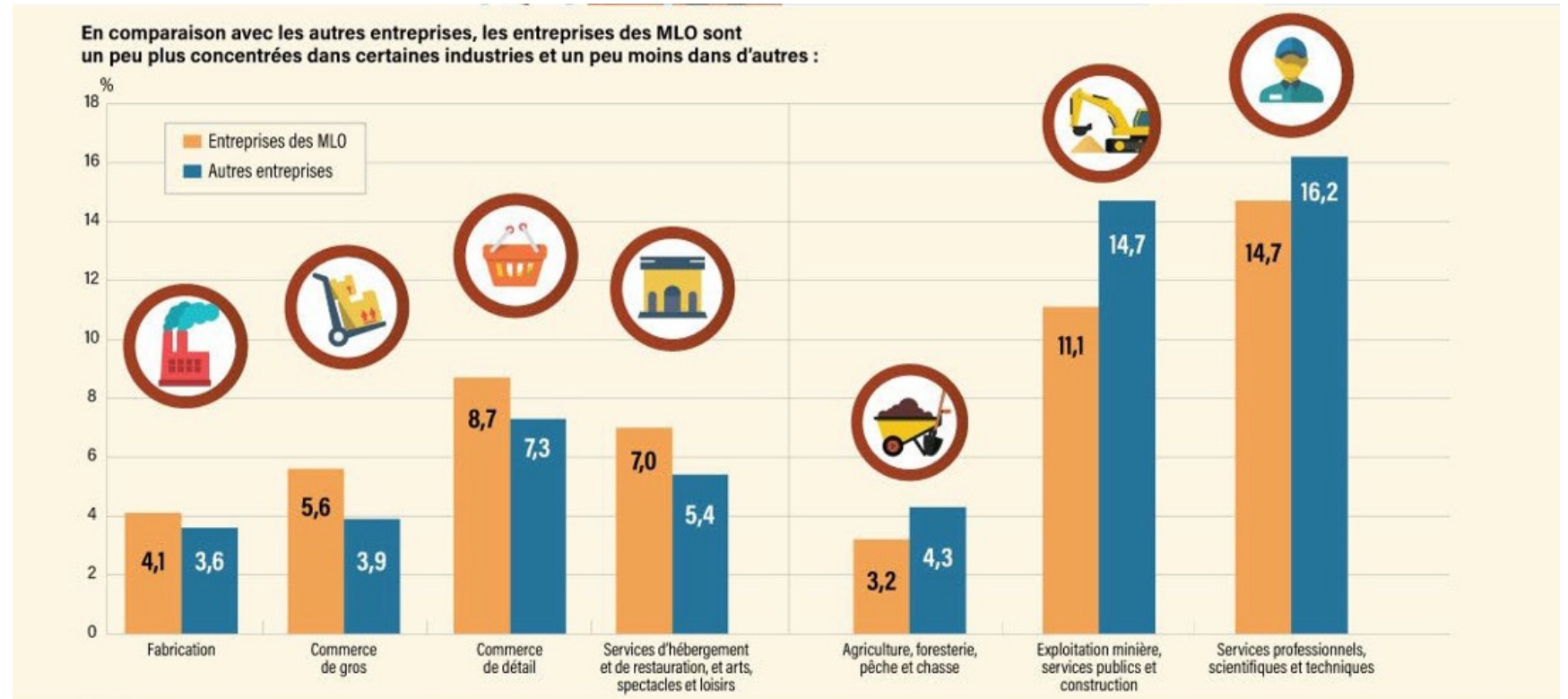
### Caractéristiques des entreprises des minorités de langue officielle

Les entreprises des MLO ont des revenus qui tendent à être légèrement inférieurs à ceux des autres entreprises.



La grande majorité des entreprises des MLO comptent moins de cinq employés. Parmi les entreprises des MLO ayant moins de cinq employés, la majorité n'ont aucun employé.

# Appendix A: The economic landscape of national Francophonie (cont.)



**Notes :**

- Les minorités de langue officielle (MLO) correspondent aux communautés de langue anglaise au Québec et à celles de langue française au Canada hors Québec.
- Les entreprises des MLO sont définies ici comme étant celles dont au moins 50 % de la propriété est détenue par des personnes dont la première langue officielle parlée est celle de la MLO de la province ou du territoire où l'entreprise est située
- Toutes les données dans la présente infographie sont pour 2017.
- L'emplacement géographique d'une entreprise correspond à l'endroit où se situe son siège social.

**Pour en savoir davantage sur la définition des entreprises des MLO, consultez l'infographie intitulée « Définir les entreprises des minorités de langue officielle ».**

**Source :** Statistique Canada, couplage entre le Recensement de la population de 2016 et la Base de données canadienne sur la dynamique employeurs-employés.

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# Questions?