

# THE FUTURE OF CANADA'S ECONOMY IS INDIGENOUS

New Opportunities in 2022



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## LETTER FROM THE PRESIDENT AND CEO

Tabatha Bull, President and CEO  
Canadian Council for Aboriginal Business

A handwritten signature in black ink that reads "Tabatha Bull".

I am pleased to present many available opportunities through our membership, programs, and events for 2022; made possible thanks to the support from sponsors, members, and Indigenous businesses, especially over the past year and half as we all worked together through the pandemic.

As an organization committed to Indigenous business growth and a prosperous economy, we invite you to join us, invigorate your business, act, and make a difference. Contribute to our shared path toward economic reconciliation by supporting our events, programs, and opportunities.

CCAB continually works to understand the challenges Indigenous businesses face and we are advocates for change. We work hard to not only be the connection but to amplify the voice of Indigenous business needs. Helping to rebuild the Indigenous economy in 2022 continues to be CCAB's focus as

the country navigates through this economic crisis. Increasing our membership and providing sponsorship opportunities is a vital component to support the success of our work and mission.

Our innovative events and programs are aimed to find solutions on how businesses can move forward, explore new possibilities, and strengthen the Indigenous economy and Canadian marketplace. We provide informative discussions, assistive tools, and vital information to help Indigenous businesses grow and succeed.

Delivering remarkable events through an interactive virtual platform for the past two years provided sponsors with unique branding opportunities and marketing benefits that reached a diverse group of attendees from Canada and around the globe. First out of the gate with this concept it has proven to be an exceptional experience and effective means to connect businesses, sponsors, and other participants in new and meaningful ways.

Much is new for 2022! We intend to break the mould, again, by not only adding new events and more destinations across Canada, but by changing our gala events and providing a hybrid experience to give participants and sponsors the choice of attending live in-person events or joining us virtually from any digitally remote location. We pride ourselves on organizing unforgettable events that inspire and empower. Whether virtual or in-person we provide attendees with strategies to leverage new and existing relationships, procurement opportunities, networking, and idea exchanges to increase business possibilities. Using an innovative and engaging platform we attract participants from across Canada and around the world including Indigenous and non-Indigenous business leaders, and heads of government, corporations, and institutions.

Sponsorship has never been more rewarding with our positive PR, successful relationships, brand visibility, recognition, metrics, survey, and feedback buzz - a meaningful and significant boost for your business! Importantly, CCAB's 2022 events, programs, and new initiatives provide you with an opportunity to support the unique considerations of Indigenous business.

As you read through the 2022 Opportunities Package you will see a wide array of membership benefits and opportunities available in every program, service, and event that we offer.

As CCAB continues to grow, we welcome our members and new businesses to participate in our programs, events, services, and discussions. Now is the time to invest in all the work we do and the services we provide. We appreciate your ongoing and generous support.

Miigwetch,  
Tabatha Bull

## About Canadian Council for Aboriginal Business (CCAB)

CCAB is a non-partisan/non-profit organization supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development. A national member-based organization, CCAB is governed by a voluntary Board of Directors that are representative of the membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians. CCAB prides itself on organizing unforgettable events, beneficial programs, our well respected research, and supporting our members.

### Membership

CCAB is a national, non-partisan, member-based organization. Our membership is comprised of both Indigenous and non-Indigenous companies operating in Canada. The size of these companies ranges between entrepreneurs with less than 20 employees to companies with more than 10,000 employees.

Our members take advantage of a plethora of benefits and opportunities. Join, and help us build relationships toward a prosperous Indigenous economy and a better future for all Canadians.

### Events & Awards

We present five national awards every year to the best and brightest individuals and businesses within our network. We celebrate our award recipients at

## VISION

Aboriginal businesses are fully engaged in shaping the Canadian economy.

## MISSION

To promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities and awareness for all of our members.

unforgettable events that bring together Indigenous and non-Indigenous business and community leaders to network, share ideas, and join the wider conversation about the Indigenous economy. CCAB events are an occasion to share practical business experience, explore solutions to today's business challenges, and create new opportunities.

### Sponsorship

The benefits and opportunities provided to our sponsors are extensive and impressive as outlined in this package. Sponsoring an award, event, or program enables CCAB to deliver quality content and provide platforms for learning and networking all year round.

Through sponsorship, you are contributing to our shared path toward economic reconciliation.

### Progressive Aboriginal Relations (PAR)<sup>™</sup>

CCAB is strategically positioned to have an impact on facilitating positive and sustainable relations between the business sector and Indigenous business communities. Progressive Aboriginal Relations<sup>™</sup> (PAR) is the only premier certification program of its type in the world. The trademarked program enables and guides organizations to develop positive and sustainable relationships with Indigenous communities and businesses across all facets of their business. PAR evaluates current programs and helps guide the development of new and effective programs.

### Tool & Finance for Aboriginal Business (TFAB)

An online portal that connects Indigenous entrepreneurs with practical business tools, expertise, training, and networks. Tools & Finance for Aboriginal Business (TFAB) provides services across six key business functions: Finance, Operations, Human Resources, Legal & Regulatory, Marketing & Communications, and Technology. Members are invited to provide approved tools and documents that can be shared on the TFAB portal for use by Indigenous businesses across Canada.

### Research

CCAB Research continuously strives to support Indigenous communities and companies in Canada. Our influential work is used in developing policies and

programs for federal and provincial governments and Canadian corporations. Identifying how Indigenous businesses can access government and corporate supply chains, expand into new markets, and engage in skills development and training for the future of work are just a few ways CCAB research supports the Indigenous economy in Canada. Supporting Indigenous peoples and businesses, CCAB also assists non-Indigenous organizations in fostering meaningful relationships with Indigenous peoples, businesses, and communities.

### Supply Change<sup>™</sup>

Supply Change<sup>™</sup>, CCAB's Indigenous procurement strategy developed in 2018, aims to increase Indigenous participation in the supply chains of Canadian corporations and governments. We are working on developing both the largest membership in Canada of corporations committed to Indigenous procurement (called CCAB's Aboriginal Procurement Champions) and the largest online directory of Certified Aboriginal Businesses. A new buying and selling network, CCAB's Aboriginal Procurement Marketplace, provides a two-way directory that enhances opportunities that are not readily available through conventional procurement platforms.

### Public Policy

CCAB Public Policy uses the best data and research available to ensure that the interests of Indigenous businesses are heard by decision makers from coast-to-coast, and abroad.



# MEMBERSHIP

Value and Benefits



## Come grow with us!

Canadian Council for Aboriginal Business (CCAB) is a national, non-partisan, member-based organization. Our membership is comprised of both Indigenous and non-Indigenous companies operating in Canada. The size of these companies range between entrepreneurs with less than 20 employees to companies with more than 10,000 employees.

- 1. Learn.** CCAB programs provide skills development, training, mentorship, and networks. Our business events create opportunities to share best practices and fresh ideas.
- 2. Build.** CCAB membership includes certification and assurance programs like the Certified Aboriginal Business (CAB) designation and Progressive Aboriginal Relations™ (PAR) program.
- 3. Network.** At CCAB events, our members can gain access to and build relationships with new customers, decision makers, and a strong network of successful businesses from across Canada.
- 4. Leverage.** CCAB members enjoy discounts on all CCAB events and access to programs, tools and research.



Staff Shop has been a certified member with CCAB since 2019 and we plan to be a partner and member for years to come. CCAB has a unique approach and strategy when it comes to elevating Indigenous peoples, communities, entrepreneurs and businesses. Their resources, network, and leadership have been invaluable to my personal growth and to the recognition Staff Shop has received because of our relationship. In the world we live in today, CCAB truly lives by one of my favorite quotes: *“You can’t go back and change the beginning, but you can start where you are and change the ending.”* - C.S. Lewis. I wish this meaningful organization the very best and applaud their value, benefits and purpose.”

– Jennifer Ménard-Shand, Founder & CEO, Staff Shop Inc.

## Membership Levels & Benefits

Membership Benefits & Annual Fees	<b>ABM</b> (Aboriginal Business Member) <b>\$350</b>	<b>ABM+</b> (Aboriginal Business Member Plus) <b>\$1,000</b>	<b>SBEM</b> (Small Business Enterprise Member) <b>\$1,000</b>	<b>BM</b> (Business Member) <b>\$2,500</b>	<b>BM+</b> (Business Member Plus) <b>\$5,000</b>	<b>PM</b> (Partner Member) <b>\$7,500</b>	<b>PM+</b> (Partner Member Plus) <b>\$10,000</b>	<b>PATRON*</b> <b>\$25,000</b>
Employee Numbers	20 employees or less	21 employees or more, and/or community-owned Aboriginal economic development corporations	5 employees or less or non-profit organizations/charities	6 employees to 2,499 employees	2,500 employees to 4,999 employees	5,000 employees to 9,999 employees	More than 10,000 employees	Unlimited
VISIBILITY & RECOGNITION								
Member profile listing on CCAB website	✓	✓	✓	✓	✓	✓	✓	✓
Annual Report listing	✓	✓	✓	✓	✓	✓	✓	✓
Discounted advertising in Aboriginal Business Report	✓	✓	✓	✓	✓	✓	✓	✓
Logo and website posted and promoted in the Aboriginal Business Report's annual CCAB member & Indigenous business directory (both print and digital versions)	✓	✓	✓	✓	✓	✓	✓	✓
Promotion on social media platforms	✓	✓	✓	✓	✓	✓	✓	✓
E-News: 1 comp member profile, news or success story	✓	✓	✓	✓	✓	✓	✓	✓
Prominent logo recognition in CCAB email signatures, annual report, event programs & opportunities package								✓
First opportunity to sponsor CCAB events, programs, and research								✓



## Membership Levels & Benefits

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<b>ACCESS TO EXCEPTIONAL PROGRAMS</b>								
Progressive Aboriginal Relations™	✓	✓	✓	✓	✓	✓	✓	✓
Tools and Financing for Aboriginal Business	✓	✓	✓	✓	✓	✓	✓	✓
<b>SPECIAL TICKET RATES FOR CCAB EVENTS</b>								
Business Recovery Forums (three)	✓	✓	✓	✓	✓	A total of 16 comp. tickets to CCAB's 3 virtual events	A total of 24 comp. tickets to CCAB's 3 virtual events	A total of 50 comp. tickets to CCAB's 4 virtual events
Indigenous Women in Leadership	✓	✓	✓	✓	✓			
<b>FREE EVENTS FOR MEMBERS</b>								
Business Skills Development Webinars	✓	✓	✓	✓	✓	✓	✓	✓
<b>RESEARCH</b>								
Participation in CCAB research projects & roundtables	✓	✓	✓	✓	✓	✓	✓	✓

\* see page 10 for full Patron member benefits.

To join CCAB as a Member,  
fill out the CCAB Membership Application  
<https://members.ccab.com/mpower/membership/app-signin>

Already a member?  
Log into the CCAB Members Area  
<https://members.ccab.com/>

For any membership related questions,  
please contact:  
memberrelations@ccab.com.

For other membership inquiries,  
please contact:

Summer Jones  
Manager, Membership  
sjones@ccab.com

## CCAB Patron Members

CCAB Patrons are organizations that have made an additional commitment to support CCAB’s mission.

### Patron Membership - Annual Fee - \$25,000

**EXCLUSIVE BENEFITS INCLUDE:**

- a total of 50 complimentary tickets to attend 4 of CCAB’s virtual events. Tickets divided between in-person and virtual events;
- an opportunity to donate tickets to CAB members (CCAB to promote Patron’s contribution in event materials and/or social media);
- virtual tradeshow booth at Business Recovery Forum;
- logo recognition in all CCAB event programs;
- **\*NEW\*** prominent recognition with link to company website in all CCAB staff email signatures;
- prominent logo recognition in the Annual Report;
- prominent logo recognition in CCAB’s Opportunities package;
- the benefits enjoyed by all members listed on page 8-9.

Thank you CCAB Patron members for your generosity and continued support!



## Certified Aboriginal Business (CAB) Members

Our CAB program certifies that Aboriginal businesses are 51% or more owned and controlled by an Aboriginal person(s). All Aboriginal businesses wanting to become certified must complete the membership/CAB application and provide supporting documentation. After a thorough review of this documentation, certification as a CAB member is verified and recognized by CCAB.

### CAB Value and Benefits

- Using the designated CAB logo, certified Aboriginal businesses are easily identified by industry, government and other organizations.
- CAB members are identified in the public member profile listing found on CCAB's website.
- CAB member access to procurement opportunities:
- CCAB's Aboriginal Procurement Marketplace is an online buying and selling marketplace. CAB members have access to this two-way directory and procurement contacts at various corporations; and have access to corporate and government tender opportunities posted by our corporate members and CCAB staff on a regular basis.
- With an aim to increase procurement opportunities to Indigenous suppliers, CCAB has partnered with the City of Toronto through their Social Procurement Program, so CAB companies can participate in the invitational bid process and submit a quote for contracts valued between \$3000 and \$100,000.
- Special rates for CAB members to several of CCAB's virtual events are available to CAB members. Refer to the "events & awards" section for details.
- CAB members enjoy several complimentary webinars throughout the year to learn more about strategic sourcing and corporate and government contracting processes.

**Register [HERE](#) to Become a Certified Aboriginal Business**  
Or contact [memberrelations@ccab.com](mailto:memberrelations@ccab.com) if you have any questions!

### CERTIFIED Aboriginal Business

Canadian Council for  
Aboriginal Business 



“Being a Member of the CAB program is a huge advantage. It allows you to get in the same room as some of Canada's largest industrials and showcase your company. Without this advantage, Carvel Electric would not be where we are today”

– Jordan Jolicoeur, Carvel Electric

# EVENTS AND AWARDS

Value and Benefits



## Events and Awards

### Events

Canadian Council for Aboriginal Business prides itself on organizing memorable events. Our live virtual events have proven remarkable and have given CCAB a reputation for delivering a unique experience while connecting members, sponsors, and businesses in new and even better ways.

The way we gather in 2022 is the beginning of our return to in-person events. A change from our pre-Covid gala events, we are adding more destinations and hosting regional hybrid events to allow people from across the country to participate in-person or virtually. Hybrid events allow for people from all locations to participate safely. Our agendas address national concerns but also specific topics applicable to a region; and we reach and connect with Indigenous businesses and corporate partners across the country.

**CCAB Business Forums** focus on what we do best – connecting people and businesses to innovate, learn, engage in discussions, pursue partnerships, make connections, and celebrate successes.

#### CCAB Business Forums

- Toronto - February 24
- Vancouver - October 6
- NEW this year:  
Halifax - April 28

#### Indigenous Women in Leadership

- Calgary - June 16



## Awards

Celebrating Indigenous business success is important and CCAB is proud to recognize a number of outstanding Indigenous entrepreneurs and businesses and their important role in the Canadian economy. Nominations for the various awards take place throughout the year.

### BUSINESS LIFETIME ACHIEVEMENT AWARD

Aboriginal Business  
A W A R D



Honours Indigenous business leaders whose substantial contributions to the economic and social well-being of Indigenous peoples have made a profound impact. Their lives and accomplishments reflect their commitments to their communities through business leadership

### YOUNG ABORIGINAL ENTREPRENEUR AWARD

Aboriginal Business  
A W A R D



Recognizes the enterprising spirit of Indigenous business leaders under the age of 35. A self-nomination process, the candidate must demonstrate why they are deserving of the award by producing a 30-60 second video about themselves and their business. The recipient of this award receives \$10,000 to support their entrepreneurial journey.

### ABORIGINAL ECONOMIC DEVELOPMENT CORPORATION AWARD (AEDC)

Aboriginal Business  
A W A R D



Acknowledges an outstanding corporation that has demonstrated effective leadership, skills, innovation, and sustained efforts worthy of recognition. AEDC's are valuable conduits between industry, government, and Indigenous communities.

### INDIGENOUS WOMEN IN LEADERSHIP AWARD (IWIL)

Aboriginal Business  
A W A R D



Celebrates and honours Indigenous women who lead in business. CCAB continues to recognize the growing number of women leading the way across the country.

### EXCELLENCE IN ABORIGINAL RELATIONS AWARD

Aboriginal Business  
A W A R D



is open to all Canadians and recognizes a person who has made a substantial impact, through professional and voluntary commitments, to building bridges between Indigenous peoples and Canadian society.

Visit our website for more information on award nomination dates:

[www.ccab.com](http://www.ccab.com)

## Sponsorship Opportunities

Events - Sponsorship	Lead - \$25k	Award - negotiated/multi year	Keynote or entertainment - \$17.5k	Supporting - \$12.5k	Networking/cktl reception \$10k	Contributor - \$7500k	Session - \$5.5k
Availability	1	1	1	Unlimited	1	Unlimited	Unlimited
Tickets - Sponsor can decide whether live/virtual							
Toronto Business Forum							
Halifax Business Forum							
Indigenous Women in Leadership- Calgary							
Vancouver Business Forum							
<b>PRE-EVENT RECOGNITION AND BRANDING</b>							
Sponsor logo on CCAB award website and virtual event site		Exclusive					
Sponsor logo on event virtual platform and CCAB event website	Most Prominent	Distinct	•	•	•	•	•
Sponsor profile on CCAB event website	•						
Sponsor logo on event portal registration page	•	Distinct	•	•	•		
Sponsor logo on sponsored session and speaker promotions							•
Sponsor logo placement on all pre-event registration evites	Most Prominent	Distinct	•	•			
Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn	•	•	•	•	•	•	
Highlighted in sponsor of the week profile	•		•	•			
Recognition in Aboriginal Business Report Magazine	•	•	•	•	•	•	•
Attendee tickets	25	25	15	12	10	7	5

## Sponsorship Opportunities

Events - Sponsorship	Lead - \$25k	Award - negotiated/multi year	Keynote or entertainment - \$17.5k	Supporting - \$12.5k	Networking/cktl reception \$10k	Contributor - \$7500k	Session - \$5.5k
<b>EVENT RECOGNITION</b>							
Opportunity to present award live in-person or a pre-recorded video message		•					
Sponsor logo on award video presentation		•					
Logo featured during live award presentation		•					
Sponsor recognition in opening comments from event host	•	•		•	•		
Opportunity to address attendees live in-person or with a pre-recorded video message	•						
Background branding and signage throughout the event	•	•	•	•			
Logo on networking areas of virtual platform and signage at in-person event				•	Most Prominent		
On-stage sponsor recognition by CCAB president & CEO	•	•	•	•	•	•	
Onsite recognition in Session breakout room							•
Host/moderator mentions and sponsor recognition							•
<b>POST EVENT</b>							
Event ROI report	•	•	•	•	•	•	•
Opportunity for a virtual/in-person meet and greet between award recipient and award sponsor		•					

For more information about sponsorship opportunities and benefits please contact:

**Paul-Emile McNab** | Vice President, Business Development and Membership Experience | [pmcnab@ccab.com](mailto:pmcnab@ccab.com)  
**Ken Montour** | Director of Sponsorship and Corporate Partnerships | [kmontour@ccab.com](mailto:kmontour@ccab.com)



Progressive Aboriginal  
RELATIONS

Canadian Council for  
Aboriginal Business



# PROGRESSIVE ABORIGINAL RELATIONS™ (PAR)

Value and Benefits

The background of the lower half of the page is a photograph showing the silhouettes of construction workers in hard hats and safety vests. They are standing in front of a construction site with cranes and scaffolding. The sky is a warm orange and yellow, suggesting a sunset or sunrise. A semi-transparent version of the PAR logo is overlaid on the workers.

**Progressive Aboriginal Relations™  
(PAR) companies are certified as:**

**\*good business partners**

**\*a great place to work**

**\*committed to prosperity in  
Indigenous communities**

## Why Progressive Aboriginal Relations (PAR)™?

The PAR program encourages companies to evolve and participate in a growing Indigenous business economy across Canada. The four performance areas: Leadership Actions, Employment, Business Development, and Community Relationships, provide a foundation for the PAR program and represent the core components to successful positive business relations with the Indigenous community.

### Benefits Overview

#### PAR WAS DESIGNED TO BENEFIT BOTH COMPANIES AND COMMUNITIES.

The PAR framework evaluates companies on four performance areas known as the PAR drivers, which are designed to ensure comprehensive business engagement with a community. The four PAR drivers are Leadership Actions, Employment, Business Development, and Community Relationships. Companies recognize the importance of Indigenous participation in the Canadian economy and demonstrate their commitment to working across cultures.

### Benefits to PAR Companies

#### HOW DOES BECOMING PAR CERTIFIED BENEFIT MY COMPANY?

Canada is experiencing a new social and political environment as it pertains to Indigenous people. Indigenous issues are top of mind for the Canadian public, more than any other time in history. Considering this new social reality, more and more Canadian businesses are becoming interested in the opportunities of working with Indigenous people. The growth of Indigenous entrepreneurialism reveals a sophisticated and ambitious businessperson that is looking to partner, collaborate and succeed. Couple this with the groundswell of international support for Corporate Social Responsibility (CSR) and sustainability, and it is easy to see the future is bright for Indigenous business.

CCAB is strategically positioned to have an impact on facilitating positive and sustainable relations between the business sector and Indigenous business communities.

PAR is the only premier certification program of its type in the world. The trademarked program enables and guides organizations to develop positive and sustainable relationships with Indigenous communities and businesses across all facets of their business.

PAR evaluates current programs and helps guide the development of new and effective programs. In short, PAR is both an opportunity to reflect on your own values as a company and demonstrate your commitment to working across cultures.

### Competitive Advantage

PAR certification is a competitive advantage in establishing your reputation in CSR. PAR certified companies are leading corporate citizens that have proven the business case for sustainable Indigenous relations. PAR certification differentiates an organization from its competitors.

Companies can raise their profile and promote their Indigenous relations success with the use of the PAR logo through mediums such as:

- Company letterhead, envelopes, faxes and other stationary
- Company promotional materials, including recruitment, and marketing materials
- Company website and providing links to CCAB's PAR webpage
- Annual, CSR and sustainable report
- Business cards
- Advertisement such as print, online, radio, or television
- Email signature
- Promotional items

## Relationship Building

PAR companies with effective Indigenous relations, that practice continual improvement and have good community feedback processes in place, are in good position to receive greater certainty for their operations.

### LEADERSHIP AND EMPLOYEES OF PAR COMPANIES DEVELOP AN INCREASED UNDERSTANDING OF INDIGENOUS CULTURE, TRADITION AND VALUES

PAR certified companies provide a public demonstration of their commitment to progressive Indigenous relations. More specifically, the companies are:

- Good business partners
- Great places to work
- Committed to prosperity in Indigenous communities

## STRATEGIC PLANNING, EMPLOYMENT AND PROCUREMENT OPPORTUNITIES

The PAR framework is a management tool that involves vision, principles, policy, strategies, goals, targets, and action plans.

- Targets and action plans are tracked, monitored and measured to assess levels of achievement
- Allows the organization to increase their Indigenous hire within communities
- PAR companies are externally verified through interviews to obtain an outside perspective within the four PAR drivers.



A skilled PAR Cultural Awareness Trainer is able to bridge that gap using a variety of methods and tools. Some methods are live experiential training, developing Computer Based Training, Training Webinars, Consulting & Researching to help corporations work respectfully and confidently with their COI's or Communities of Interest. By being a part of the solution, a bridge between Indigenous Peoples and corporations working on our traditional territories, you are a part of designing the future of our children by building strategies that benefit partnerships with Indigenous peoples in a meaningful way...on the value of Cultural Awareness training to PAR companies

– Bear Standing Tall & Associates – Jason Carter – Cultural Awareness Trainer Testimony

## Benefits to Indigenous Communities

### HOW DOES PARTNERING WITH A PAR CERTIFIED COMPANY BENEFIT YOUR COMMUNITY?

PAR makes it easier to identify which companies would make good business partners. If you see that a company is PAR certified, you can be confident knowing that they have undergone a lengthy reporting process and have been evaluated by a jury of Indigenous business professionals.

## Economic and Business Development Opportunities

PAR companies are required to maintain or improve upon their key performance areas resulting in increased:

- Employment opportunities including recruitment, retention, advancement
- Education, training and skill development opportunities
- Business development, contracting opportunities
- Preferential procurement initiatives
- Understanding of industry and corporate Canada
- Mentorship and capacity building to support the overall Indigenous business community
- Establishment of agreements, joint ventures and partnerships
- Investment in Indigenous business communities including scholarships, bursaries and apprenticeships

## PAR Assurance

PAR companies are certified at the committed level, bronze, silver or gold levels. PAR companies undergo an independent external verification and juried review of their performance in Indigenous relations, which provides a high level of assurance to communities that a certified company is committed to the prosperity of Indigenous communities, businesses, and individuals.

PAR assurance is derived from the following:

- CCAB has been certifying leadership in Indigenous relations for over a decade
- PAR verification provides an independent opinion of the level of performance of companies
- The Indigenous community (leaders, business owners, and labor force) look for the PAR logo to demonstrate leadership in improving economic wealth in Indigenous communities
- PAR is part of a management toolkit to support corporate Canada’s response to the increased significance of Indigenous business and communities to the economic prosperity of Canada
- PAR is the premier certification program of its type in the world

## Attend a 2022 PAR Information Webinar

From 12:00 PM EST to 1:30 PM EST

Wednesday January 19, 2022	Wednesday July 13, 2022
Wednesday February 16, 2022	Wednesday August 17, 2022
Wednesday March 16, 2022	Wednesday September 14, 2022
Wednesday April 13, 2022	Wednesday October 19, 2022
Wednesday May 18, 2022	Wednesday November 16, 2022
Wednesday June 15, 2022	

## Program Fees

PAR Program Fee Description	Cost Per Activity
PAR Program Annual Fee	\$1,000 / Year
PAR for Small Business Program Annual Fee	\$500 / Year
PAR Committed Level Verification* Fee	\$1,000 / Level
PAR Certification / Recertification Verification* Fee	\$4,500
Certified Level Verifier* Feedback (OPTIONAL)	\$1,000 / Year

*\*Verification is paid directly to independent verifier*



# Current PAR Companies and Levels

## Gold Level PAR



**Industry Leaders and Sustained Successful Outcomes:** In addition to meeting criteria intent at the bronze and silver levels, there are high levels of appreciation within the company and significant positive Indigenous relations to the organization. Indigenous relations policies, strategy, and PAR criteria intent are fully ingrained within the company, at all levels. A role model company for positive Indigenous relations, has a continuous improvement philosophy, and good results and trends across PAR drivers (with data evidence). Mature processes and innovative enhancements over a number of years are present across all departments (within submission scope). Exceptional support for the company from Indigenous communities/ groups/stakeholders.

### CURRENT GOLD LEVEL COMPANIES



## Silver Level PAR



**Implementation and Results:** In addition to meeting the intent at the bronze level, companies achieve positive results and trends in the four drivers: Leadership Actions, Employment, Business, and Community Relationships for the full submission reporting period (3 years) with data evidence. Success of activities are well communicated and with partnerships and agreements in place there is support for the community in the four drivers.

### CURRENT SILVER LEVEL COMPANIES



## Bronze Level PAR



**Commitment and Action Plans:** Policy and commitment have been implemented into the business planning; cultural awareness training has been integrated throughout the organization; and targets and action plans for the drivers have been put in place. Leadership actions, employment business development, and community relationships have been set.

### CURRENT BRONZE LEVEL COMPANIES



PAR Committed Level



**Foundation Building:** Companies undergo a building process to create a sustainable internal operating structure that raises the value of PAR within the company. Within the first years of PAR participation, PAR Committed Level participants are required to internally review their Communities of Interest (COI) and seek feedback from them on a scheduled basis. This ongoing dialogue with COIs helps companies gain a far better understanding of what communities are looking for, how they need to be supported, and how best to work with them. Through an evaluations process, regular engagement, and check-ins, companies gain knowledge and are better equipped to identify barriers and gaps in the four PAR drivers.

CURRENT COMMITTED LEVEL COMPANIES





PAR Committed Level

CURRENT COMMITTED LEVEL COMPANIES



PAR Committed Level

CURRENT COMMITTED LEVEL COMPANIES



To learn more about PAR or become a CCAB member, please visit [www.ccab.com/par/](http://www.ccab.com/par/)  
Already a CCAB member? Contact us and we can help you begin the process of becoming PAR Certified

Jenné Finley | PAR Program Coordinator | [PAR@ccab.com](mailto:PAR@ccab.com)

TOOLS & FINANCING FOR  
Aboriginal Business

Canadian Council for  
Aboriginal Business



# TOOLS & FINANCING FOR ABORIGINAL BUSINESS (TFAB)

CCAB Members Coming Together  
to Enhance Indigenous Entrepreneurship



## CCAB Members Coming Together to Enhance Indigenous Entrepreneurship

TFAB is an online portal that provides Indigenous entrepreneurs practical business tools, expertise, training and networks, enabling these entrepreneurs to strengthen and grow their businesses.

TFAB provides business expertise, services, and development across six key business functions including Finance, Operations, Human Resources, Legal & Regulatory, Marketing & Communications and Technology.

- A growing library of practical business tools and resources
- Business skills development information sessions and webinars
- Business networking events held across Canada
- Services to help grow your business

### Sponsorship Opportunity: TFAB Regional Virtual Networking Event

TFAB will be hosting regional virtual networking events across the country to bring together Indigenous entrepreneurs with local corporations and governments. These events will be free to CCAB members and will provide a space for Indigenous entrepreneurs to connect with like-minded peers; provide valuable networking opportunities as well as a learning component from

special guest speakers. Sponsors of these events will be given the opportunity to address the participants and showcase their involvement in Indigenous engagement with local entrepreneurs.

**Opportunity per event: \$2,500**



## Contributor Tools

CCAB invites members to provide TFAB branded tools and documents that can be uploaded on the TFAB portal, and accessed by Indigenous businesses across Canada. Tools can be a simple word document, template or checklist, to something more interactive like a loan calculator tool, or formatted excel document. Assets provide knowledge sharing opportunities and often lead to personal connections through the tool user and tool provider. Contributors of tools are recognized in the CCAB e-newsletter.

### TFAB Program Sponsorship Opportunities

TFAB sponsorship opportunities are a great vehicle for organizations to enhance their relationships and reputation with Indigenous businesses across Canada. In addition to receiving branding assets and recognition, TFAB sponsors receive reserved opportunities to directly engage with Indigenous businesses through business skills development podcasts. Program sponsors also have the benefit of hosting TFAB networking events, which provide valuable recognition, exposure, and the opportunity to engage and address the event participants.

The **“Powered By” Partner** is ideal for an organization ready to display leadership by partnering with TFAB to enhance Indigenous business in Canada. In recognition of this leadership, the sponsor receives the prime

“Powered By” branding asset on the TFAB online portal, marketing collateral, information sessions, webinars, and networking events.

**TFAB Business Function Partnerships** are ideal for organizations looking to demonstrate their area of expertise through focusing their contributions to Indigenous entrepreneurship on one of the following:

- Finance
- Operations
- Human Resources
- Legal & Regulatory
- Marketing & Communications
- Technology

In addition to the tools available, **TFAB also provides a listing of CCAB member services and programs.** These business programs and services including discounts for CCAB members can also be listed on the TFAB portal.

If you would like to provide any services or programs, please contact:  
**Tracy Morningstar** | TFAB Manager | [tmorningstar@ccab.com](mailto:tmorningstar@ccab.com)

## TFAB Program Sponsorship & Benefits

Sponsorship level	TFAB "powered by" partner	Business function partner
Sponsorship fee	\$15,000	\$7,500
Availability	1	6
Sponsor name and logo CCAB website	TFAB homepage	Landing page of sponsored TFAB business function (e.g., technology)
Video profiling sponsor's commitment and services to Aboriginal communities	Video on TFAB homepage	Video on landing page of sponsored TFAB business function (e.g., finance)
Right to create and be recognized on a TFAB webinar or information session	Create TWO (2) podcasts	Create ONE (1) podcast related to the sponsored TFAB business function (e.g., legal & regulatory)
Recognition of sponsor in social media posts and CCAB e-newsletter	•	•
Non-exclusive right to develop branded tools for all areas of the TFAB online platform	•	•
Sponsor logo featured in sponsors footer of TFAB homepage	Most prominent	•
Recognition of sponsor in CCAB annual report	Most prominent	•
Recognition of sponsor in TFAB media releases	Most prominent	•

## TFAB Networking Event Sponsorship

CCAB is anticipating holding Tools and Financing for Aboriginal Business (TFAB) live networking events beginning late spring within various locations across the country. TFAB events:

- are free to CCAB members and provide valuable networking opportunities between a variety of corporations and Indigenous businesses;
- create a space for Indigenous entrepreneurs to connect with like-minded peers;
- provide opportunities to learn more about what it takes to succeed as an entrepreneur from special guest speakers.

## TFAB Networking Event Sponsorship & Benefits

Sponsorship level	LEAD	CONTRIBUTOR
Sponsorship fee	\$5,000	\$2,500
Availability	1	Unlimited
Sponsor logo (linked) on event webpage	Most prominent	•
Sponsor logo on event signage	Most prominent	•
Recognition by host from podium	•	•
Complimentary Event Registration	•	•
Sponsor logo in CCAB Aboriginal Business Report - 4000+ distribution	Most prominent	•
Exclusive opportunity to address event attendees	10 minutes	
Sponsor logo included in event marketing materials	Most prominent	
Sponsor recognition (linked) in e-news and event reminders	Most prominent	
Social media mentions	•	

To learn more about TFAB programs and events, please visit <https://www.ccab.com/tfab/>

To participate in TFAB events, please contact:  
**Tracy Morningstar** | TFAB Manager | [tmorningstar@ccab.com](mailto:tmorningstar@ccab.com)



# RESEARCH

Leading Indigenous Research





CCAB Research is Canada's leading Indigenous research team. CCAB transforms information from insights to action, driving economic development and policy change for Indigenous Peoples from coast to coast to coast.

### WHAT WE DO:

Research is impact focused. Our work informs policy-change and program development for federal and provincial governments, corporate Canada, academia, Indigenous and non-Indigenous businesses, and communities. Identifying how Indigenous businesses can access government and corporate supply chains, expand into new markets, and engage in skills development and training for the future of work are just a few ways that our research supports the Indigenous economy in Canada. Our research helps to assist non-Indigenous organizations foster meaningful relationships with Indigenous peoples, businesses, and communities.

We house the most extensive list of Indigenous-owned businesses in Canada (over 20,000 businesses), by sector and geography. Currently, we provide analysis of existing data and conduct primary research to report on the size and scope of the Indigenous economy as related to:

- procurement;
- trade and export;
- Indigenous participation in technology, innovation, and the future of work;
- community economic development;
- Indigenous women's entrepreneurship;
- the impacts of the COVID-19 pandemic on Indigenous businesses; and,
- various other region and sector specific topics.

## 2021 Milestones

CCAB Research has been leading the charge toward economic reconciliation with Indigenous peoples by informing the development of many policies and programs. Recently, we have expanded our research topics to create targeted reports on COVID-19, Indigenous women entrepreneurs, and reports on Indigenous identity. Adapting our research approaches and understanding the different experiences within the Indigenous business community has played a key part in informing effective policy. In the past five years, CCAB Research facilitated many ground-breaking developments for the Indigenous economy, including:

- Informed the development of the Government of Ontario's Indigenous Economic Development Fund which invested \$95 million over ten years in Indigenous business and Indigenous communities.
- Informed the federal government's adoption of a five percent (5%) Indigenous procurement target across all federal departments and agencies.
- Helped guide corporate strategies across the country to work better with their Indigenous partners.
- Engaged over a dozen federal ministries, as well as provincial and municipal governments, to improve their procurement spend on Indigenous firms and ensure new policy and program support.



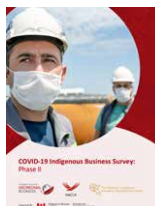
### Indigenous Perspectives on Social Innovation and Social Finance in Canada

Partner: Employment and Social Development Canada (ESDC)

In partnership with ESDC, the CCAB embarked on this research project to develop a preliminary, qualitative understanding of how businesses navigate the current social finance ecosystem. Through 16 in-depth interviews conducted between June and July 2020, CCAB sought the perspectives of the organizations on both sides of the social finance equation: Indigenous organizations that have a social innovation aspect to their business (known as Social Purpose Organizations, or SPOs), and the social finance lenders and investors.

CCAB's goal with this research is to better reflect the knowledge, values, and preferences of Indigenous businesses with respect to Social Innovation and Social

Finance (SISF) in the design and implementation of the Government of Canada's SISF Strategy. This research will be used to establish priorities, develop operational definitions, and inform future research needs, thereby addressing a significant knowledge gap surrounding the role of social finance in the Indigenous business community.



### COVID-19 Indigenous Business Survey: Phase 2

Partner: Indigenous Services Canada

To build on our understanding of the impacts of the COVID-19 pandemic and the changing economic environment, CCAB in collaboration with National Aboriginal Capital Corporations Association (NACCA) and the National Indigenous Economic Development Board (NIEDB) undertook a second phase of the COVID-19 Indigenous Business Survey in December 2020.

Phase II of the COVID-19 Indigenous Business Survey, published in June 2021, provides insight into the changing impacts to Indigenous businesses amidst second and third waves of the pandemic and ongoing public health strategies in Canada. The report makes comparisons to data collected from the first phase of the survey and provides analysis on access and engagement with government programming and supports.



### Understanding Intellectual Property Awareness & Use by Indigenous Businesses

Partner: Innovation, Science, and Economic Development Canada (ISED)

CCAB conducted the 2019 Intellectual Property (IP) Survey of Indigenous Businesses to develop a better understanding of the awareness and use of IP protections among Indigenous businesses in Canada.

This report presents the results of a telephone survey conducted with 1,100 First Nations, Inuit and Métis business owners across Canada between August

and September 2019. This study provides a baseline understanding of what Indigenous businesses know about IP, how they are currently using it, their most common information sources, and IP's impact on their business performance. It is also the first study of its kind in Canada that explores how Indigenous businesses currently protect traditional knowledge and cultural expressions.

The findings are used to help governments and Indigenous entrepreneurs themselves better understand the opportunities and challenges associated with IP for Indigenous businesses.

## Looking Ahead

### Indigenous-owned Exporters Census and Surveys

Partner: Global Affairs Canada

In collaboration with Global Affairs Canada, Big River Analytics and Environics Research, CCAB is conducting its largest national research study to date to learn more about the exporting and importing activities of Indigenous businesses, covering both intensity (an in-depth granular look) and propensity (likelihood to export in the future).

### The impacts of COVID-19 on Aboriginal Economic Development Corporations

Partner: Social Sciences and Humanities Research Council, (SSHRC) Northern Policy Analytics, and University of Saskatchewan

In partnership with SSHRC, Northern Policy Analytics, and the University of Saskatchewan, CCAB is conducting interviews with representatives of First Nations Economic Development Corporations from across Canada to understand the COVID-19 pandemic's economic impact on First Nation Economic Development Corporations and best practices for pivoting/recovery.

### COVID-19 Indigenous Business Survey: Phase 3

Partner: Indigenous Services Canada

Building on previous iterations of CCAB's COVID-19 Indigenous Business Survey, CCAB is conducting a third phase to further understand the impacts of the COVID-19 pandemic and changing economic environment on Indigenous businesses in Canada.

### Indigenous Women Entrepreneurship Study: Phase 2

Partner: Women Entrepreneurship Knowledge Hub (WEKH)

In partnership with WEKH, CCAB engages in research to better understand the experiences of Indigenous female entrepreneurs in Ontario, specifically during the early stages of their business. By understanding the barriers and accomplishments experienced during the start-up phase of these businesses, we can recommend solutions to improve services for Indigenous women entrepreneurs.

### COVID-19 Targeted Analyses

Partner: ISED

Early findings from our COVID-19 Indigenous Business Surveys show the impacts of the pandemic have been felt differently across Indigenous identity groups. CCAB is conducting a targeted analysis of the data through a gender and identity lens to further understand the disproportionate effects and unique impacts of COVID-19 on different genders and Indigenous heritages.

The above are just some examples of **what CCAB can do for you.**

Please consult the Activities Menu and contact us to get involved with or to start a research project.

To learn more visit  
[www.ccab.com/research/or contact:](http://www.ccab.com/research/or contact:)

**Samantha Morton** | Director, Research  
[smorton@ccab.com](mailto:smorton@ccab.com)

## Research Activities Menu

Product	Description
<p><b>Business List:</b></p> <p>We provide targeted selections from our comprehensive Indigenous business list of over 20,000 firms to aid in fulfilling supply chain and business development needs.</p>	<ul style="list-style-type: none"> <li>Targeted list of firms according to relevant sector and location needs</li> </ul>
<p><b>Environmental Scan/Gap Analysis:</b></p> <p>We analyze secondary data and identify the gaps and trends within existing research or literature to better inform programs, policies, and research.</p>	<ul style="list-style-type: none"> <li>Analysis of journal articles and other secondary data to identify trends in research and opportunities to engage in thought leadership</li> <li>Reports that describe gaps within a given landscape (e.g., Indigenous skills training providers, funding, business practices) and how they may be addressed</li> </ul>
<p><b>Qualitative Data Collection:</b></p> <p>We conduct in-depth interviews and case studies with individuals or hold focus groups, roundtables or workshops, to gather information about concepts, perspectives and experiences that can then be compared to identify patterns or areas of overlap.</p>	<ul style="list-style-type: none"> <li>In-depth interviews with Indigenous business owners, Indigenous leaders, and other industry professionals to shed light on their experiences and provide insight into issues</li> <li>Focus groups, workshops or roundtables consisting of a small group of Indigenous business owners, Indigenous leaders, and industry professionals to provide insight into best practices and challenges</li> </ul>
<p><b>Quantitative Data Collection:</b></p> <p>We conduct telephone, in-person, and self-completion surveys to collect numerical data that can then be analyzed to identify patterns and averages, make predictions, test causal relationships, and generalize results to wider populations.</p>	<ul style="list-style-type: none"> <li>Telephone surveys provide insight into opinions and less complex topics</li> <li>In-person interviews provide more insight into certain questions due to the ability to explain</li> <li>Self-completion surveys are completed online or physically can garner a considerable number of responses from a wider audience</li> </ul>
<p><b>Case Study Analysis:</b></p> <p>We analyze case studies to identify themes, trends, and issues.</p>	<ul style="list-style-type: none"> <li>Targeted analysis of a case study to identify granular details on a given topic, exploring themes, trends, and prevailing issues</li> </ul>
<p><b>Roundtable &amp; Forum:</b></p> <p>We provide options for small-scale events, such as roundtable discussions, workshops, and focus groups. Intimate events with business professionals and industry experts can provide valuable insight into relevant topics.</p>	<ul style="list-style-type: none"> <li>Pricing based on theme, sector, and location requirements</li> <li>Participants can include Indigenous entrepreneurs and business professionals, corporate sector, government, think tanks and academic leaders</li> <li>20-45 guests</li> </ul>

## Research Activities Menu

Product	Description
<p><b>Large Event:</b></p> <p>We provide options for large-scale events, including Indigenous businesses, corporate Canada and academia. Events are targeted relative to the chosen theme/subject and can include informative and interactive aspects, such as presentations, panel discussions, break-out groups, networking opportunities, etc.</p>	<ul style="list-style-type: none"> <li>• Pricing based on theme or objective, sectors, and location</li> <li>• Cost includes event planning, logistics, speaker recruitment, branding and event promotion, day-of execution, etc.</li> <li>• Attendee recruitment from CCAB’s membership, Indigenous business, corporate, and government networks</li> <li>• High profile speakers and industry experts</li> <li>• 80-120 guests</li> </ul>
<p><b>Preliminary Research Report:</b></p> <p>We collect preliminary data from individual in-person interviews, online and telephone surveys, or focus groups, leveraging our network of Indigenous entrepreneurs and professionals across Canada. Research reports are typically completed within 4 to 6-month timelines and include a minimum of 30 participants.</p>	<ul style="list-style-type: none"> <li>• Preliminary research providing analysis of existing CCAB data on Indigenous entrepreneurs, Economic Development Corporations, community leadership, etc., or collecting new data through selected methodology, research questions, and goals</li> <li>• Costs can include data collection, analysis, report drafting, and report launch depending on requirements</li> <li>• Report to include quantitative and qualitative input (10-15 pages)</li> </ul>
<p><b>Comprehensive Research Report:</b></p> <p>We provide more in-depth, comprehensive research reports that include a broader range of survey questions, various data-gathering strategies, and in-creased sample size to produce qualitative and quantitative insights. Research reports are typically completed in a 10 to 12-month period and include a minimum of 2,000 participants.</p>	<ul style="list-style-type: none"> <li>• Extensive research report with large sample size, in-depth analysis and additional case studies depending on theme</li> <li>• Cost includes research, analysis, report drafting, marketing and communications, research promotion, and report launch depending on requirements</li> <li>• Report to include in-depth quantitative and qualitative analysis and case studies (30+ pages)</li> </ul>

*\* All activities shown above are based on average size of CCAB projects. Budgets are flexible to meet client needs and can differ based on scope, timeline, and deliverables.*

### WE THANK AND ACKNOWLEDGE OUR RESEARCH PARTNERS:



# SUPPLY CHANGE

Indigenous Procurement



Photo | Kate Maynard

Supply Change 

“Our research demonstrates that Indigenous businesses have the capacity to supply 24 per cent of federal procurement. As a result of those findings, the government mandated procurement from Indigenous business to at least 5 per cent. That’s not new tax dollars, it’s money that they’re already spending every year. By increasing Indigenous procurement to 5 per cent, we estimate that \$1-billion would be added to the Indigenous economy, which will in turn improve employment rates, housing and health of Indigenous people – and that’s what economic reconciliation looks like.”

- Tabatha Bull, President & CEO, Canadian Council for Aboriginal Business

## Supply Chains Supply Change

Indigenous procurement is an important driver of economic reconciliation and development for Indigenous communities due to the revenue procurement generates for Indigenous businesses as well as the relationships formed through corporations and governments establishing procurement agreements with Indigenous businesses.

**Supply Change™** aims to develop both the largest membership in Canada of corporations committed to Aboriginal procurement and the largest online directory of Certified Indigenous Businesses as well as:

- Increase private sector and all levels of Government engagement in Indigenous procurement among senior leaders and procurement officers;
- Increase Indigenous participation in the supply chains of Canadian corporations and Governments;
- Enhance the capacity and profitability of Indigenous businesses;
- Create a forum for sharing Indigenous procurement best practices; and
- Eliminate barriers Indigenous businesses face when engaging in corporate and Government supply chains.

## Exclusive Opportunity: Supply Change™ Session

Are you interested in further collaborating with the CCAB team and other members? CCAB members now have an opportunity to present topic sessions related to Indigenous procurement to a targeted audience. Our new webinars give businesses a space to collaborate and network with Indigenous businesses over a two-hour period facilitated by the CCAB team. The session is organized to help support your company's goal of connecting with Indigenous businesses, establishing procurement opportunities, and helping to rebuild and enhance the Indigenous economy.

Supported by CCAB, assistance is provided to help coordinate, connect, and fulfill a session for your organization. Your Supply Change™ webinar includes:

- A date and time of your choice
- CCAB invites and coordinates up to 100 CCAB member companies of your choice
- Moderated and facilitated by CCAB senior staff
- 5-minute speaking opportunity from a Senior Leader/Executive from your organization
- 5-minute opening address from CCAB President and CEO, Tabatha Bull, or CCAB senior leader
- 45-minute presentation from your organization
- 15-minute question and answer period, facilitated by CCAB senior staff

**Cost per session: \$5,500**

For more information please contact:

**Philip Ducharme** | Vice President, Entrepreneurship and Procurement | [pducharme@ccab.com](mailto:pducharme@ccab.com)  
**Paul-Emile McNab** | Vice President, Business Development and Membership Experience | [pmcnab@ccab.com](mailto:pmcnab@ccab.com)

## Supply Change™ is comprised of various pillars including the following:

1

### Aboriginal Procurement CHAMPION

The Aboriginal Procurement Champions are a high-profile group of corporations and government entities making public commitments to procure more from Indigenous businesses within their own supply chains as well as those of their prime suppliers. The Champions are actively engaged in promoting the inclusion of Indigenous businesses within the supply chains of their peers in addition to encouraging Indigenous businesses to become Certified Aboriginal Businesses.

For more information on how to become an Aboriginal Procurement Champion, please visit [www.supplychange.ca](http://www.supplychange.ca)

2

### CERTIFIED Aboriginal Business

The Certified Aboriginal Business (CAB) designation provides organizations and communities with the assurance that Indigenous procurement opportunities are going to businesses who have been independently pre-certified as at least 51% Indigenous owned and controlled. Research found that 82% of corporate respondents regard CCAB's CAB designation useful for enhancing Indigenous procurement outcomes.

3

### Aboriginal Procurement MARKETPLACE

The Aboriginal Procurement Marketplace is an online portal that acts as a two-way directory between CAB companies and representatives from the Aboriginal Procurement Champions. All CAB companies have a marketing profile that can be searched by Champion companies when they are looking to go out to market on bids. In turn, each Champion provides an internal procurement representative that will be identified in the marketplace for CAB's to reach out to. One of the key elements of the portal is that Champions will be able to post mid-level procurement opportunities to connect Indigenous businesses to opportunities they are seeking that aren't available on conventional procurement platforms.



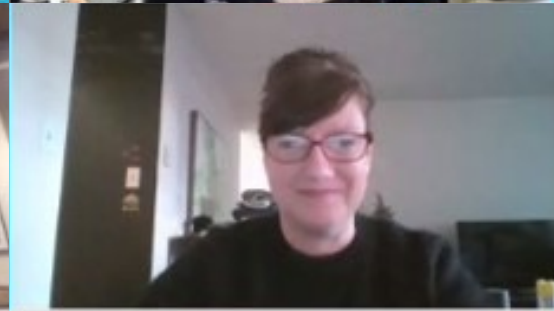
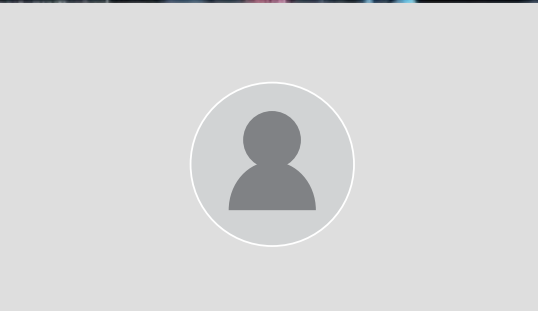
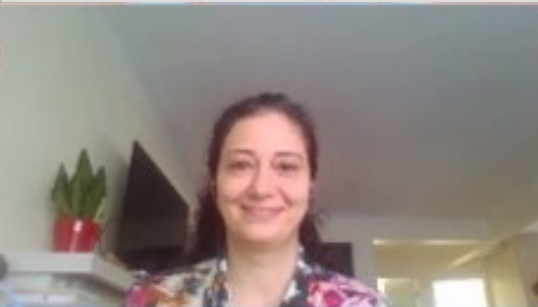
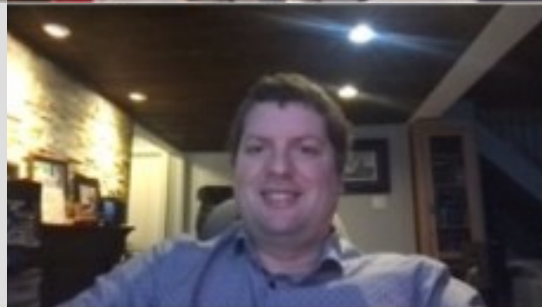
“Supply Change™ is all about building robust supplier networks and advancing economic reconciliation. I am honoured to be Co-Chair and look forward to supporting the continued, rapid expansion of this exciting procurement initiative. The incredible success of Supply Change™ underscores the exceptional talent of Indigenous entrepreneurs and the power of partnerships with Aboriginal businesses.”

– Sean Finn, Executive Vice-President Corporate Services and Chief Legal Officer, CN



# PUBLIC POLICY

Supporting Indigenous Prosperity and Well-being through  
Sound Policy Development and Program Design



CCAB Public Policy uses the best data and research available to ensure that the needs and interests of Indigenous businesses inform policy and programs at all levels of government and abroad.

## WHAT WE DO:

### DELIVERING ON CCAB'S KEY PUBLIC POLICY PRIORITIES:

1. Be a voice for Indigenous businesses in government policy and program development.
2. Increasing government procurement from Indigenous businesses.
3. Supporting Indigenous exporters and Indigenous export readiness.
4. Enhancing financial support to drive Indigenous business growth.

### ACTIVITIES ARE DESIGNED TO SHAPE GOVERNMENT DECISION MAKING AND SUPPORT INDIGENOUS BUSINESSES, INCLUDING:

- ✓ Leading collaborative projects resulting in progressive policy recommendations.
  - Partnerships in Procurement Report provides recommendations to support Indigenous business growth through improving federal sub-contracting opportunities and practices
- ✓ Advocacy activities to influence government policy development and program design.
  - Broadening the Government of Ontario's criteria for the Ontario Small Business Support Grant to permit applications from Indigenous businesses without a CRA business number
- ✓ Developing programs to assist Indigenous businesses with exporting.
  - Virtual export missions for Indigenous businesses across Canada with training sessions and business-to-business meetings
- ✓ Engaging directly with Indigenous businesses to connect them with appropriate funding and services.

## Public Policy Programs to Assist Indigenous Businesses with Exporting

For Indigenous firms operating in a small open economy like Canada, unlocking international markets can be an important strategy for business growth and success. Pre-COVID-19, Indigenous businesses made significant export growth. According to research done by CCAB, in partnership with Global Affairs Canada, one in four

Indigenous businesses export (24.4%). However, CCAB's research work has found that Indigenous businesses regularly noted that lack of access to both business networks and mentorship opportunities held back Indigenous business growth.

## Creating Opportunities: Export Missions

These initiatives recognize the unique characteristics of Indigenous businesses, and reflect a holistic approach where community support, local job creation, and Indigenous socio-cultural development are important considerations. Furthermore, they respect and support the unique distinctions-based and place-based considerations of Indigenous businesses.

The Public Policy department has undertaken many initiatives to assist Indigenous businesses with exporting including:

- **Indigenous Export Missions<sup>1</sup>:**

- Virtual export missions provide an opportunity for Indigenous businesses from Canada to meet with buyers through an international business-to-Indigenous business meetings. Recent examples include:
- **Australia:** Missions delivered in collaboration with Australian Indigenous partners, including Supply Nation, IgNITE, and Kinaway Chamber of Commerce

- **United States of America:** Missions delivered in collaboration with American Indigenous partners, including Marketing and Advertising Business Unlimited and Our Native American Business Network

- **Indigenous Export Training Sessions<sup>2</sup>:**

- Reflecting the place-based and sectoral needs of Indigenous businesses participants, these full-day sessions are designed to support Indigenous export development and the economic recovery for Indigenous businesses.
- These sessions have featured contributions from Corporate Export Champions including CIBC, EDC, UPS, Jamieson Law and Government partners, including Global Affairs Canada, Government of Ontario, Government of British Columbia amongst others.

## Indigenous Export Event Sponsorship Opportunities

In 2021, CCAB is involved with several national and international export/trade sessions, webinars, and programs, CCAB has the experience to support Indigenous exporters across Canada. Our focus is to support Indigenous economic recovery by increasing business through growing export opportunities – helping Indigenous businesses get more business!

To learn more about sponsorship opportunities or to get involved, please contact:

**Patrick Watson** | Director, Public Policy | [pwatson@ccab.com](mailto:pwatson@ccab.com)  
**Paul-Emile McNab** | Vice President, Business Development and Membership Experience | [pmcnab@ccab.com](mailto:pmcnab@ccab.com)

<sup>1</sup> CCAB would like to acknowledge the support received from Canada's Missions abroad and from the CanExport program to support this work.

<sup>2</sup> CCAB would like to acknowledge the support received from the Atlantic Canada Opportunities Agency to support CCAB's export development work in Atlantic Canada.

MARKETING &  
COMMUNICATIONS

Aboriginal

# BUSINESS

SUMMER 2021

REPORT

## HISTORY in the MAKING

THE STORY BEHIND  
THE MI'KMAQ  
PURCHASE  
OF CLEARWATER  
SEAFOODS



# Aboriginal Business Report

## Magazine

CCAB distributes three editions of its magazine, the *Aboriginal Business Report*, which covers various business topics relevant to the Indigenous economy in Canada. The magazine presents an excellent means of communication, providing not only a forum for businesses, entrepreneurs, and corporations to interconnect, but also to deliver the latest news, profiles, feature articles, research, and success stories. In every issue, we focus on a critical area of development. The magazine is available in both print and digital versions.

Visit [HERE](#) to read past editions.

If you would like to receive a print version of the *Aboriginal Business Report*, please contact [sgene@ccab.com](mailto:sgene@ccab.com)

## Advertising in Aboriginal Business Report

The *Aboriginal Business Report* provides informative editorial content and exposure to a widespread scope of companies and individuals across the industry and the

country. The magazine is available online and print copies are distributed to attendees of all CCAB's major events, members of government, Indigenous student centres, post-secondary institutions, Indigenous communities and organizations, corporations, CCAB members, etc. The target audience extends to key industry personnel, thought leaders, professionals and organizations including Canada's fortune 500 companies.

## Bonus - CCAB members receive a 10% discount on advertising!

The magazine is produced by CCAB member, MediaEdge, Canada's National Trade and Industry Association publisher. They collaborate with CCAB and work hard to ensure that the *Aboriginal Business Report* is always relevant and topical.

Visit the [media planner](#) on our website for advertising rates on CCAB's *Aboriginal Business Report* or contact MediaEdge Publishing directly at [nancierp@mediaedgepublishing.com](mailto:nancierp@mediaedgepublishing.com) or at 1-866-201-3096



# E-Newsletter

## Getting the word out

CCAB’s marketing team promotes CCAB members, event sponsors, and the important work being done to elevate Indigenous businesses in Canada. By developing a strategic, research-based approach to activities.

Using our CCAB e-newsletter as a vehicle to drive our message helps to facilitate opportunities and business relationships. It is published monthly and has a distribution of over 5,000 including CCAB members, Aboriginal businesses, communities, and companies operating in Canada.

CCAB members are offered one complimentary member profile/advertorial to be featured in an edition of the e-newsletter. CCAB members are also offered a discount on an advertising package to promote their company in the enews.

### BENEFITS OF ADVERTISING IN THE E-NEWSLETTER:

- Direct targeted reach to over 5,000 CCAB members, Indigenous businesses, communities, and companies operating in Canada
- Association-backed publication
- Adaptable interactive advertising
- Measurable results
- Free creative services available

### E-NEWSLETTER CONTENT INCLUDES:

- Announcements
- Upcoming CCAB events
- Member profiles
- Certified Aboriginal Businesses
- Progressive Aboriginal Relations™ companies
- Supply Change™ – Aboriginal Procurement Champions - Marketplace
- Research projects
- Nomination & awards opportunities
- Tools and Financing for Aboriginal Business
- Success stories...and more

### NEWS:

- CCAB and members in the news
- External industry news

For advertising in CCAB’s e-newsletter visit the [media kit on our website](#) or contact Michael Bell at MediaEdge directly, michaelb@mediaedge.ca, or 647-557-3278



# Social Media

Our online community continues to grow on all platforms. Follow us to keep up on the latest!





## **CCAB**

202 - 2 Berkeley Street, Toronto, ON, M5A 4J5

T: 416-961-8663 E: [info@ccab.com](mailto:info@ccab.com)

### **Contact:**

Paul-Emile McNab

Vice President, Business Development and Membership Experience

E: [pmcnab@ccab.com](mailto:pmcnab@ccab.com)

Ken Montour

Director of Sponsorship and Corporate Partnerships

E: [kmontour@ccab.com](mailto:kmontour@ccab.com)

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CCAB is a national member-based organization. Our members include Indigenous businesses, community owned economic development corporations and companies operating in Canada.

Our office, located in Toronto, Ontario, has extensive outreach across the nation and beyond. We are governed by a voluntary Board of Directors that are representative of our membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

As a non-partisan/non-profit organization, CCAB is supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development. Please contact us regarding individual donations.

Charitable taxation # - 11921 8865 RR0001

**[www.ccab.com](http://www.ccab.com)**

