



# 2021 **ANNUAL REPORT**

Canadian Council for  
**ABORIGINAL  
BUSINESS**



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BUSINESS**



Cover art by Gina McIntee



# TABLE OF CONTENTS

- 01 ABOUT CCAB**  
Message from the Co-Chairs  
CCAB 2021 Board of Directors  
A message from the president & CEO
- 07 EVENTS & AWARDS**  
Connecting the Circle  
Indigenous Women in Leadership Conference  
Business Recovery Forum  
Coffee Connection  
National Indigenous Business Awards
- 13 MEMBERSHIP**  
Become a Member  
Membership
- 17 PROGRESSIVE ABORIGINAL RELATIONS™**  
PAR Program  
PAR Committed Companies  
Progressive Aboriginal Relations™ Webinars
- 23 TOOLS & FINANCING FOR ABORIGINAL BUSINESS**  
TFAB Networking Events & Webinars  
Grants administered in 2021
- 27 SUPPLY CHANGE™**  
Indigenous Procurement Initiative- Supply Change™  
Federal Procurement Policy  
Aboriginal Procurement Champions
- 31 RESEARCH**  
Summary  
What we're working on
- 35 PUBLIC POLICY DEPARTMENT**  
Summary  
What We Do  
List of Achievements
- 38 MARKETING & COMMUNICATION**  
Aboriginal Business Report  
e-News & Opportunities  
Speaking Engagements  
Getting the Word Out
- 41 FINANCIALS**  
Report of the Independent Auditor on the Summary  
Financial Statements



# ABOUT CCAB



## 2021 Annual Report

**01** About CCAB • **07** Events & Awards  
**13** Membership • **17** Progressive Aboriginal Relations  
**23** Tools & Financing for Aboriginal Business  
**27** Supply Change • **31** Research  
**35** Public Policy Department  
**38** Marketing & Communication • **41** Financials





# MESSAGE FROM THE CO-CHAIRS

Despite continued restrictions due to COVID-19 in 2021, the team at CCAB, under the strong leadership of Tabatha Bull, remained dedicated and resilient. CCAB not only continued to provide key programming throughout challenges resulting from the pandemic, but the organization grew and increased our commitment and services to benefit members. Improvement in all areas including membership, PAR, research projects, and the addition of more tools and grant programs were realized over the course of the past year.

For almost four years now, CCAB's Entrepreneurship and Procurement department oversaw the Supply Change™ initiative. As a driver for economic reconciliation, Supply Change worked toward strengthening connections and opportunities between corporate Canada, government, and Indigenous business. Drawing upon in-depth data and analysis, CCAB used its research and continued to advocate for improved procurement policies across public and private sectors. Supply Change saw significant growth in suppliers seeking to offer their skills and talents in the Marketplace. CCAB's Certified Aboriginal Business (CAB) members grew this past year to 904 companies and there was a steady growth in the number of Procurement Champions.

In 2018, the federal government announced a 5% procurement target for Indigenous businesses, with a requirement to increase participation in the national supply chain to better promote economic reconciliation. In 2021, with support from Indigenous Services Canada, a team from CCAB's Research and Public Policy Department produced an extensive report looking at how the Government of Canada can increase its secondary procurement from Indigenous businesses

throughout its supply chains. CCAB recognized that increasing federal procurement from Indigenous businesses is a complex challenge and the report made policy recommendations to follow a multifaceted and phased-in solution that can help effectively implement and reach a minimum of 5% government-wide Indigenous procurement target.

We are proud of CCAB's efforts and outcomes from a year of ongoing challenges. Going forward, we know the team will continue to positively influence growth in the indigenous economy by supporting federal and provincial government efforts towards economic reconciliation. CCAB will also encourage new programming supported by corporate partners in their journey to support the growth of the Indigenous economy.

As the financial statement shows, CCAB ended the year in a strong financial position allowing for a strengthened IT strategy and to strengthen our team and presence across the country.

As the CCAB Board of Directors, we remained committed to the national 50-30 Challenge to increase the representation and inclusion of Indigenous and underrepresented groups within the workplace and at the board table. The Board would also like to thank Randy Moore, our first ever appointed Director Emeritus, whose commitment to CCAB and our efforts remains steadfast. Finally, thank you to all 2021/22 board members for their dedication and support to CCAB and Indigenous businesses across the country.

**Alicia Dubois**  
*Co-Chair*



**Michael S. Jacobs**  
*Co-Chair*



## CCAB 2021 BOARD OF DIRECTORS

**Alicia T. Dubois, Co-chair**  
Nish Synergies Advisory Group

**Michael S. Jacobs, Co-chair**  
Cambium Indigenous Professional Services

**Pamela Zabarylo, Treasurer**  
KPMG LLP

**Annie Korver**  
Rise Consulting Ltd.

**Brenda Knights**  
Bentwood Skateboards

**Cherie Brant**  
Borden Ladner Gervais LLP

**Dany Gaudreault**  
Sandvik Mining and Rock Technology

**Desiree Norwegian**  
Atunda Inc.

**Fiona Kirkpatrick Parsons**  
Deloitte

**Greg Fuhr**  
Syncrude Canada Ltd.

**Jon Davey**  
Scotiabank

**Jordan Jolicoeur**  
Carvel Electric

**Leanne Krawchuk**  
Dentons Canada LLP

**Leonard Rickard**  
Mississaugas of the Credit Business Corporation

**Linda Hartford**  
CIBC

**Lyle Bouvier**  
Points Athabasca Contracting

**Mark Brajer**  
Tlicho Investment Corporation & Group of Companies

**Mark Shadeed**  
BMO Bank of Montréal (Laval, QC)

**Mathieu Boucher**  
Hydro Québec

**Michael Hachey**  
Compass Group Canada Ltd.

**Paul Gruner**  
Tahltan Nation Development Corporation

**Tim Laronde**  
Chandos Construction

**Troy Dunn**  
Apple Canada

**Randy Moore, Director Emeritus**  
Bee-Clean Building Maintenance



# A MESSAGE FROM THE PRESIDENT & CEO



We all know that the last two years have been a difficult time for businesses across the country. Before COVID the Indigenous economy was experiencing a period of sustained growth as Indigenous business made impressive gains in the areas of entrepreneurship and individual economic achievement despite the barriers that existed. Those barriers specific to Indigenous businesses were even more pronounced and obvious through the pandemic.

When government CEWS and CEBA programs were rolled out in the spring of 2020, there were gaps in the eligibility criteria that resulted in delays in funding to Indigenous businesses. In previous federal budgets, we were pleased to see commitments toward closing the infrastructure gaps and provisions for the basic health and educational rights of Indigenous people. Historically, however, there had been a lack of investment and focus in growing the Indigenous economy, by sharing the findings of CCAB's research and through our collective efforts, we have become a voice for Indigenous business at various senate and standing committees of the government. In August, we were proud to be included in a milestone announcement on federal

procurement after years of advocating for change. A major milestone was achieved with the federal government in their commitment not only to set aside 5% of government contracts for Indigenous business but to also mandate all government programs to be accountable for their portion of the budget spend and to publicly report with full implementation by 2024. In addition to the procurement set-aside, the process and definitions for Indigenous business was simplified making more businesses able to qualify and be included on the government procurement business list.

While it was encouraging that the government acknowledged the barriers and renewed a number of commitments, there still remains much work to be done on ensuring solidified efforts to support economic empowerment of Indigenous businesses and communities. We must all be advocates for change and encourage even more connections.

Throughout 2021 CCAB worked even harder to get the support needed for Indigenous economic recovery such as encouraging business opportunities and advancing corporate social responsibility. We saw some promising progress toward a sustainable economy over the last year, with this momentum, we need to push even harder to focus on equality, inclusion, and raising more awareness about procurement and the importance of a prosperous Indigenous economy. These are crucial and ongoing steps toward reconciliation and addressing these issues can benefit the country, the people, and the Canadian economy.

The pandemic forced us to think differently; it not only highlighted discrimination, but it widened the economic and social gap. It also taught us that now more than ever there is a need for collaboration, and it has shown us that we need to do better.

With the ongoing confirmations of children's remains at former residential schools and the continued news about missing and murdered Indigenous women and girls last year, Canadians were beginning to learn and understand the extent of the damage caused by generations of oppression suffered by Indigenous people. A shameful chapter in Canada's history. Awareness of the past, acknowledgement of the harm inflicted, atonement for the causes, and action to change behaviour remain necessary steps to make this country whole.

CCAB's Progressive Aboriginal Relations™ (PAR) program is the narrative of truth that helps companies learn about Indigenous history to understand reconciliation and to be able to contribute to creating a better future for Indigenous and non-Indigenous people in Canada. It is imperative that corporate heads lead their entire organization through a process of reconciliation and Indigenous inclusion and to integral to their organization's role in social injustice and the reality of stark socio-economic gaps and inequities that exist for Indigenous, Black and people of colour, including women, and 2SLGBTQ+.

It was evident that last year was a hard year for many reasons, and we found that all industry sectors were coming to the table to ask what they could do to support Indigenous peoples. Despite the financial hardships, we see now more than ever that strong relationships are a key element of getting through hardships together.

True connections promote engagement and are vital to help foster the longevity of a relationship and a strong partnership, which is why faced with Covid restrictions for gatherings, CCAB structured its 2021 virtual events to be a safe and unique space to connect and provide business opportunities in an engaging way. While we all certainly missed the camaraderie of our past in-person galas and events, the virtual event lineup for 2021 proved to offer some unique ways to

help battle the digital fatigue. Connecting the Circle, Indigenous Women In Leadership, and the Business Recovery Forum were our three events that set the bar high by combining a studio with live entertainment, stories, and discussions with a top-notch interactive virtual platform. They also provided multiple opportunities including wider networking capabilities, access to Indigenous leaders and business experts, tools to succeed, and a vast audience of participants across the country and beyond.

Throughout the challenging year, CCAB remained dedicated to rebuilding and as we continued to uphold our priorities to our members, Indigenous businesses, and communities we:

- Worked with government and advised them on ways to simplify the procurement process and reduce barriers for Indigenous business.
- Continued our efforts with all federal government departments so they understand and advocate for Indigenous procurement for an increased Indigenous economy to benefit all.
- Continued to find ways to support our members through a difficult economic year through grant and training programs.
- Developed more research and collaborated with organizations, institutions, and governments to support Indigenous business and export growth.
- Further promoted Supply Change™ and the Aboriginal Procurement Marketplace and gave Indigenous businesses an opportunity to deliver their product or service to consumers through established vendor partnerships.
- Reinforced cultural awareness so that companies shared rebuilding opportunities with Indigenous businesses and communities.
- Collaborated more with other Indigenous organizations with a goal to achieve socio-economic prosperity.



- Supported outreach for the Progressive Aboriginal Relations™ (PAR) program and established real and meaningful Indigenous partnerships.
- Successfully communicated with and connected more people virtually and in meaningful ways.

As you read through the 2021 Annual Report you will get a better understanding of our progress highlighted within CCAB's departments, programs, events, and services. I invite you to also visit our website often to read about the current progress and the opportunities including new grant opportunities, TFAB tools, webinars, the Aboriginal Procurement Marketplace, and a wealth of information available to you on a continual basis.

I'd like to thank our members for continuing to support the work we do. My heartfelt gratitude goes to the CCAB team and the Board of Directors for all their dedication and hard work through a year that saw many challenges, growth, and successes.

Chi Miigwetch,



**Tabatha Bull**  
*President & CEO*





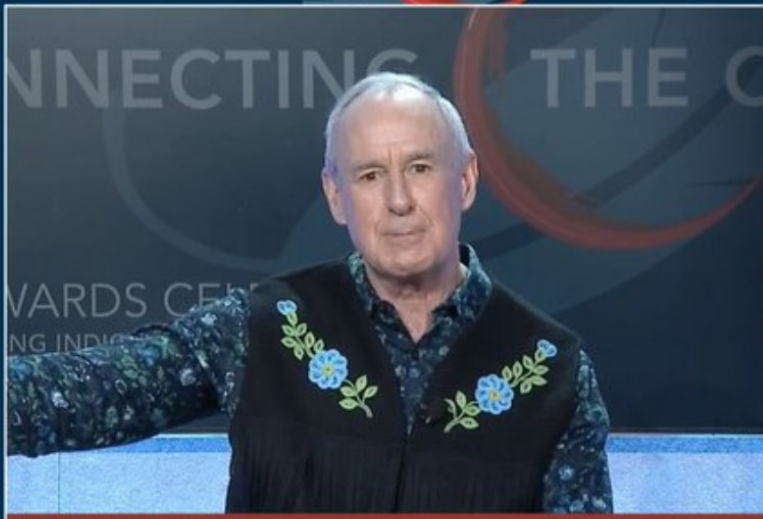


# EVENTS & AWARDS

## 2021 Annual Report

01 About CCAB • 07 Events & Awards  
13 Membership • 17 Progressive Aboriginal Relations  
23 Tools & Financing for Aboriginal Business  
27 Supply Change • 31 Research  
35 Public Policy Department  
38 Marketing & Communication • 41 Financials





**Ron MacLean**  
Rogers Sportsnet



**Jordin Tootoo**  
NHL Alumni

## CONNECTING THE CIRCLE

On March 31<sup>st</sup>, 2021, CCAB hosted Connecting the Circle, an awards celebration recognizing Indigenous accomplishments and entrepreneurial spirit. Attendees joined to help honour award recipients John Bernard for Aboriginal Business Lifetime Achievement, and Erica Daniels for Young Aboriginal Entrepreneur. Hosted by Sportsnet's Ron MacLean, attendees also enjoyed an interview with the first Inuk NHL player, Jordin Tootoo.



[CCAB »  
Connecting the Circle](#)



[CCAB »  
Aboriginal Business Lifetime  
Achievement Award](#)



[CCAB »  
Young Aboriginal  
Entrepreneur Award](#)





Tabatha Bull, CCAB, President & CEO



Hon. Jody Wilson-Raybould, IWIL Recipient 2017



Roberta Jamieson O.C., IWIL Recipient 2018



Chief Tammy Cook-Searson, IWIL Recipient 2021



Dr. Deborah Saucier, IWIL Recipient 2020



Nicole Bourque-Bouchier, IWIL Recipient 2019

## INDIGENOUS WOMEN IN LEADERSHIP CONFERENCE

The Indigenous Women in Leadership (IWIL) virtual event was a celebration of equality, progress, and the future honouring IWIL's 2021 award recipient **Chief Tammy Cook-Searson**.

Joined by past recipients Jody Wilson-Raybould, Roberta Jamieson, Nicole Bourque-Bouchier and Dr. Deborah Saucier, attendees were able to participate in inspiring panel discussion focusing on equity, inclusion, and empowerment.

 [CCAB »  
Indigenous Women in Leadership 2021](#)

 [CCAB »  
Indigenous Women in Leadership \(IWIL\) Award](#)



PRESENTED BY

**Loblaw Companies Limited**

THURSDAY, JUNE 17, 2021

# INDIGENOUS WOMEN IN LEADERSHIP

A celebration of empowerment, progress, and the future

AWARD SPONSOR

**LNGCANADA**  
Opportunity for British Columbia. Energy for the world.





## BUSINESS RECOVERY FORUM

CCAB was able to continue the conversations around how members, Indigenous businesses, and entrepreneurs can rebuild the economy at the 2021 Business Recovery Forum. Attendees learned from expert panelists how we can rebuild our economy together through Leadership Actions, Employment, Business Development, and Community Relationships.

Award presentations included 2021 AEDC award recipient Mikisew Group of Companies, and Excellence in Aboriginal Relations recipient, Cory Stephens and PAR certifications award.



[CCAB »  
Business Recovery  
Forum 2021](#)



[CCAB »  
Award for Excellence in  
Aboriginal Relations](#)



[CCAB »  
Aboriginal Economic  
Development Corporation Award](#)







## COFFEE CONNECTION

Another year of successful virtual networking was achieved through CCAB's Coffee Connection events! Members and non-members gathered on the first Thursday of each month to discuss current accomplishments, events, and issues in the world of Indigenous business.



[Coffee Connection with Canadian Council for Aboriginal Business Tickets, Multiple Dates | Eventbrite](#)

## 2021 NATIONAL INDIGENOUS BUSINESS AWARDS



### Aboriginal Business Lifetime Achievement

John Bernard



### Young Aboriginal Entrepreneur

Erica Daniels



### Indigenous Women in Leadership (IWIL)

Chief Tammy Cook-Searson



### Aboriginal Economic Development Corporation Award

Mikisew Group of Companies



### Award for Excellence in Aboriginal Relations

Cory Stephens

# MEMBERSHIP



## 2021 Annual Report

**01** About CCAB • **07** Events & Awards  
**13** Membership • **17** Progressive Aboriginal Relations  
**23** Tools & Financing for Aboriginal Business  
**27** Supply Change • **31** Research  
**35** Public Policy Department  
**38** Marketing & Communication • **41** Financials





# BECOME A MEMBER

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

## LEARN

CCAB programs provide skills development, training, mentorship and networks. Our CCAB business events and webinars create opportunities to share best practices and fresh ideas.

## BUILD

A CCAB membership and/or Certified Aboriginal Business (CAB) designation helps our members build consumer confidence in their products or services. Our Progressive Aboriginal Relations™ (PAR) assurance program assists Canadian businesses in building positive Indigenous relationships.

## NETWORK

Attending CCAB events and networking opportunities allows our members to gain access to, and build relationships with, new customers, decision makers, and a strong network of successful businesses from across Canada - the keys to any successful business.

## LEVERAGE

Members are included in our online directory, have an opportunity to be profiled in our newsletters and enjoy discounts on all CCAB events. They have access to tools and finance strategies and to learn about our current research addressing business challenges and trends.

Learn more about the benefits of becoming a CCAB member [www.ccab.com/membership](http://www.ccab.com/membership) and join today!



## Legend

### ABM

#### Aboriginal Business Member

20 employees or less

### ABM+

#### Aboriginal Business Member Plus

21 employees or more and/or Aboriginal Economic Development Corporations

### SBEM

#### Small Business Enterprise Member

5 employees or less, and/or Non-Profit Corporations/Charity

### BM

#### Business Member

6 – 2,499 employees

### BM+

#### Business Member Plus

2,500 – 4,999 employees

### PBM

#### Partner Business Member

5,000 – 9,999 employees

### PBM+

#### Partner Business Member Plus

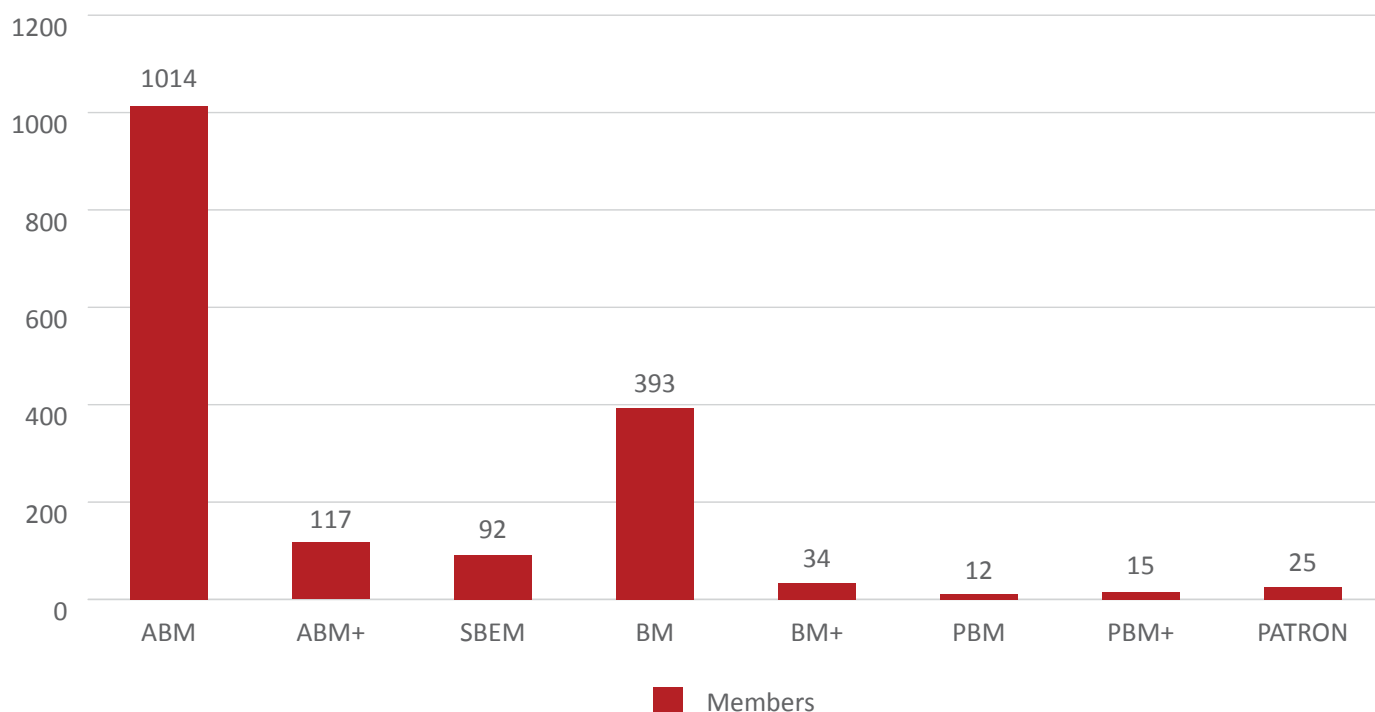
10,000 or more employees

### PATRON

#### Patron Member

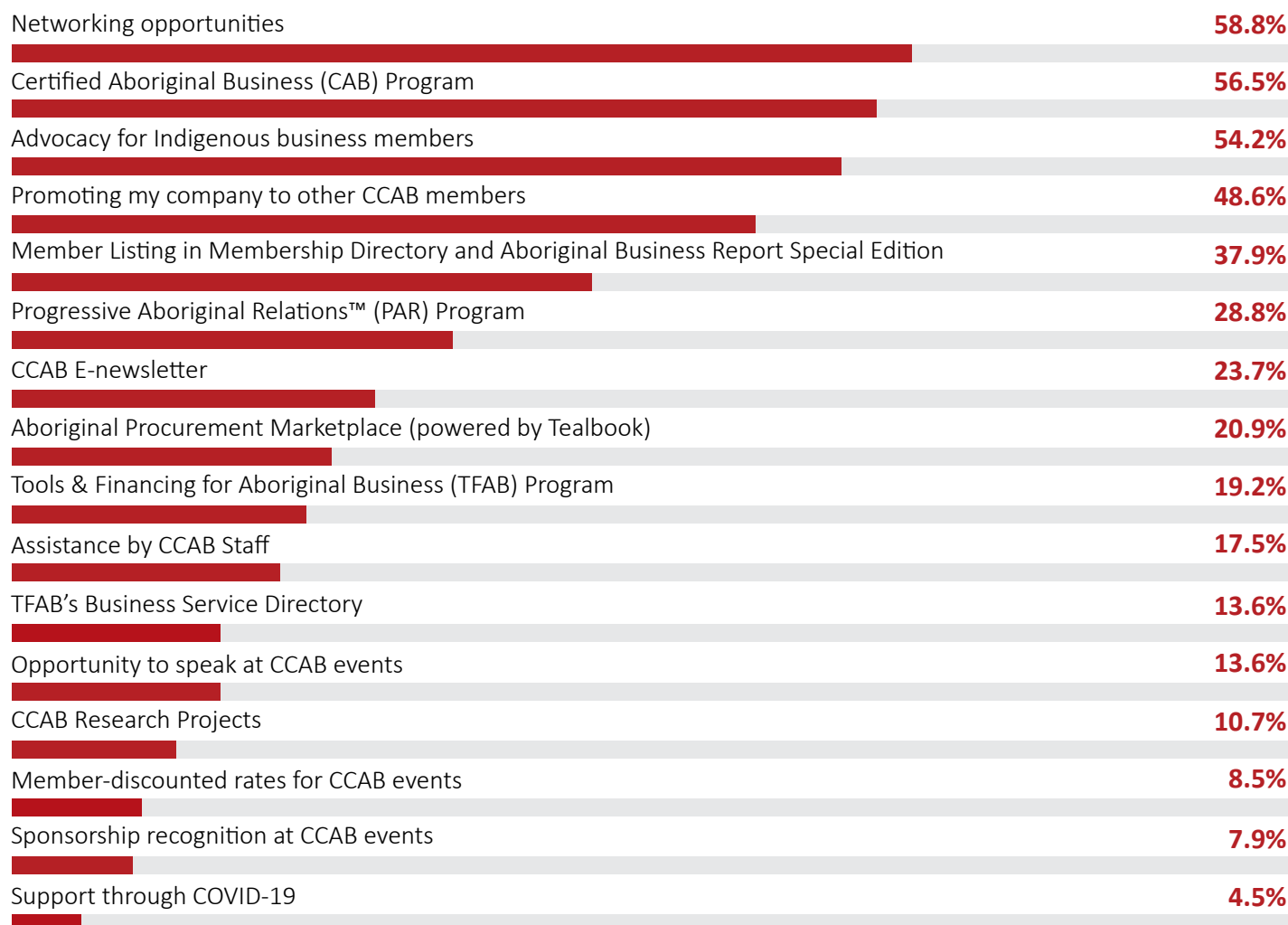
Unlimited employees

## 2021 Membership Breakdown - By Category



## MEMBERSHIP

In 2021, membership grew to 1700+ members as CCAB welcomed 498 new members. A [2021 listing](#) of all CCAB members is available by category, [province and territory](#). Data from our latest survey results shows that the primary reasons for members to join CCAB are:



### 2021 Patrons

We thank our Patrons for their generous support. CCAB Patrons are the innovators who have made the commitment to bridging the gaps between Aboriginal owned businesses, community owned Aboriginal Economic Development Corporations (AEDCs) and corporate Canada.







# PROGRESSIVE ABORIGINAL RELATIONS™



## 2021 Annual Report

01 About CCAB • 07 Events & Awards  
13 Membership • 17 Progressive Aboriginal Relations  
23 Tools & Financing for Aboriginal Business  
27 Supply Change • 31 Research  
35 Public Policy Department  
38 Marketing & Communication • 41 Financials





# PAR PROGRAM

PAR is a certification program that confirms corporate performance in Indigenous relations at the bronze, silver, or gold level. Any business or organization that wants to improve their relationships with Indigenous people, communities and businesses can undertake the PAR process. Certified companies promote their level with a PAR logo signaling to communities that they are good business partners, great places to work, and committed to prosperity in Indigenous communities.



“

CCAB has a requirement for a company to be PAR certified, they are to provide Cultural Awareness Training through companies that they recommend. I have many groups reaching out to me through referrals from CCAB. I am truly thankful for opportunities and contracts through this process.”

– Holly Fortier, Culture Awareness Trainer



## 2021 PROGRESSIVE ABORIGINAL RELATIONS PANEL – BUILDING MEANINGFUL PARTNERSHIPS

At CCAB's Business Recovery Forum, Luanne Whitecrow, CCAB's Director of PAR, moderated a session with David Abbott, Director Indigenous Relations and Business Partnerships at Bruce Power, Shane Chegahno, Vice President of Makwa Development Corp and Sean Willy, President and CEO of Des Nedhe Development. The panel discussed how the strength of a relationship can define business success and what can be done to ensure business opportunities follow a collaborative approach. A case study on the current partnership of the Saugeen Ojibway Nation (SON) and Bruce Power was reviewed including their collaboration agreement to jointly market new isotopes in support of the global fight against cancer while also working together on creating new economic opportunities within the SON territory by establishing new isotope infrastructure.



We have always had a long-term commitment to Indigenous relations, but the PAR program has helped us to clearly articulate our goals and objectives and put them into action. We have also increased our communication across the organization so that more staff are aware of and responding to the call to action #92 made by the Truth and Reconciliation Commission

– Cultural Awareness Training Reflections by PAR Lead Judy Kitts, Greater Victoria Harbour Authority

For a full list of PAR cultural awareness trainers click [HERE](#).

## PAR COMMITTED COMPANIES

The year ended with a total of 160 companies in the PAR program, an increase of 42 companies.

## PROGRESSIVE ABORIGINAL RELATIONS™ WEBINARS

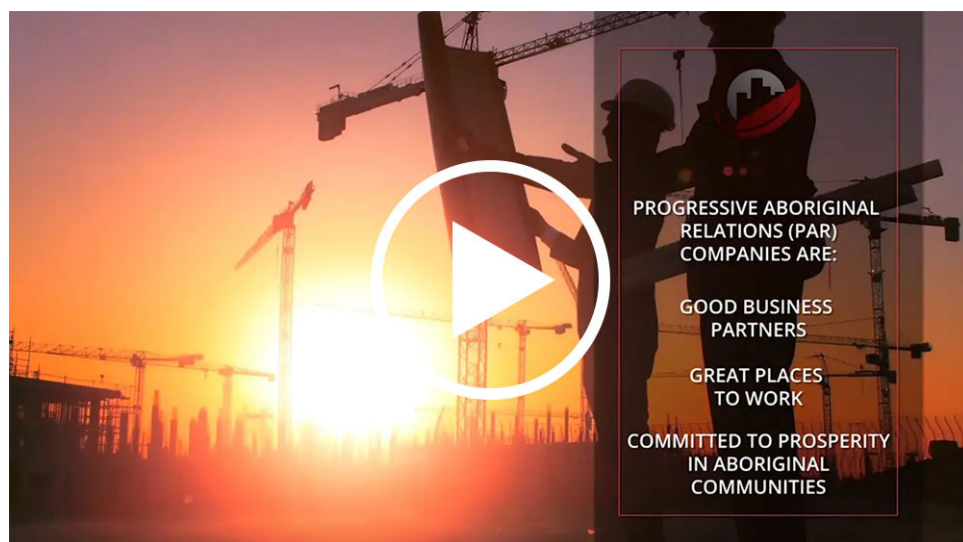
Throughout the year CCAB hosted 8 webinars where organizations are provided an overview of the PAR Program “how it works” so they understand the value and benefit of undertaking a PAR process. The PAR program is for any organization that has the intent to hire, train, procure, engage, and support Indigenous businesses and communities. This is where companies and organizations can learn the alignment between their reconciliation efforts and how PAR can provide this roadmap to execute with results over the long term.

From January to December 2021, 318 organizations from various sectors received PAR training.

## 2021 CERTIFIED COMPANIES



Twelve Canadian corporations achieved bronze, silver, or gold-level certification in 2021. They were honoured at our second virtual event, Business Recovery Forum, and presented their certificates. Watch our PAR awards video and read the press release leading up to the event.



**2021 PAR Awards Video**  
3 minutes 29 seconds

For a full list of current participating companies see [HERE](#).

Progressive  
Aboriginal  
RELATIONS **GOLD  
LEVEL**

Canadian Council for  
Aboriginal Business



Progressive  
Aboriginal  
RELATIONS **SILVER  
LEVEL**

Canadian Council for  
Aboriginal Business



Progressive  
Aboriginal  
RELATIONS **BRONZE  
LEVEL**

Canadian Council for  
Aboriginal Business



Progressive  
Aboriginal  
RELATIONS **COMMITTED**

Canadian Council for  
Aboriginal Business





CCAB would like to thank and acknowledge the PAR team!

An independent jury, verifiers, and cultural awareness trainers were committed to the PAR process and worked diligently and tirelessly to help our committed-level members achieve certification, while also advancing other members to the next certification level.

[www.ccab.com/programs/progressive-aboriginal-relations-par/cultural-awareness-trainers/](http://www.ccab.com/programs/progressive-aboriginal-relations-par/cultural-awareness-trainers/)

To find out how you can support the PAR program through various member roles, send an inquiry to [par@ccab.com](mailto:par@ccab.com)



# TOOLS & FINANCING FOR ABORIGINAL BUSINESS



## 2021 Annual Report

**01** About CCAB • **07** Events & Awards  
**13** Membership • **17** Progressive Aboriginal Relations  
**23** Tools & Financing for Aboriginal Business  
**27** Supply Change • **31** Research  
**35** Public Policy Department  
**38** Marketing & Communication • **41** Financials





In 2021, TFAB continued to grow with the addition of 6 services and 13 tools being added with a total of 19 new tools and services to its easy access online portal that provides Aboriginal entrepreneurs practical business tools, expertise, training, and networks. This enabled entrepreneurs the tools and services to strengthen and grow their businesses.

Through TFAB, Aboriginal businesses had access to:

- A growing library of practical business tools and resources
- Business skills development webinars
- A directory of CCAB member services and programs

## 19 New Tools & Services Added to TFAB



## TFAB NETWORKING EVENTS & WEBINARS

In 2021 TFAB joined EY for the Indigenous supplier pitch competition. The first-place winner received a \$5,000 USD Scholarship to the Tuck School of Business. First place winner, Gulf Island Sea Planes (Alison Evans), Second place winner, Nuqo (Rory Richards) and Third place winner, AllRock (Scott Allen).



Through the TFAB services page, 26 participants from various Indigenous companies were provided access to Jelly Academy's Digital Marketing Course. Due to the success of the program, Jelly Academy has continued its program into 2022.

In addition, five webinars were hosted by the Entrepreneurship team.

## 5 Webinars Hosted Through TFAB





# GRANTS ADMINISTERED IN 2021



Indigenous Women  
**ENTREPRENEURSHIP  
FUND**

## Presented By:



## Contributors:



**SOCIAL  
AWARENESS  
GROUP**

CCAB administered the second Indigenous Women Entrepreneurship Fund. Successful recipients of the fund received the following:

- \$2,000 grant
- One year of complimentary CCAB membership

## Indigenous Women Entrepreneurship Fund 2021 Recipients

- Ajungi Arctic Consulting located in Iqaluit, NU
- Laurie Deer Reg'd located in Kahnawake, QC
- Sister Bear Designs located in Thunder Bay, ON
- Best Way Project Support Services Inc. located in Edmonton, AB
- Lunger's Luxury Esthetics located in Edmonton, AB
- Solace Safety Solutions located in Edmonton, AB
- EL Wellness Studio located in Tide Head, NB
- Moonlight Counselling located in M'Chigeeng, ON
- Takoza Tom's located in Edwin, MB
- Fallen Mountain Soap located in Grande Cache, AB
- Pic River Guest Suite located in Heron Bay, ON
- Tamarak OT located in Toronto, ON
- Indigenous Box Inc. located in Edmonton, AB
- RezGal located in Fairford, MB
- The Sod Salon located in Hamilton, ON
- Indigenous Super Stars located in Opaskwayak, MB
- Rivers Edge Construction & Electrical located in Eel River Bar, NB
- Up the Hill at Loakin located in Chase, BC
- King-Green Lawncare located in Hagersville, ON
- Sacred Heart Yogo located in Courtenay, BC

## Level 1

20 grants of  
\$2,500 plus CCAB  
membership

## Level 2

8 grants of  
\$7,500 plus CCAB  
membership



In partnership with Hydro One, CCAB launched the Hydro One Indigenous Business Grant that was open to Ontario based Indigenous businesses. Two levels of grants were awarded to 28 Indigenous businesses.

### Level 1 Grant recipients:

- 4 Directions of Conservation Consulting Services located in Barrie, Ontario
- 682912 Ontario Ltd. located in Schumacher, Ontario
- Allen's Resource Management located in Kenabeek, Ontario
- Amor Decor Interior located in Cobourg, Ontario
- Anokasan Capital Ltd. located in Newmarket, Ontario
- Clutter Monkey located in Etobicoke, Ontario
- Desire & Glow Closet located in Wikwemikong, Ontario
- Glass Art by Renee Jewell located in Southwold, Ontario
- Humble Man Recording located in Ohsweken, Ontario
- Integra Graphic Design Studio Inc. located in Barrie, Ontario
- Iroquois Cannabis Inc. located in Hagersville, Ontario
- Lake Temagami Soap Company located in Bear Island, Ontario
- MTS Native Services located in Ohsweken, Ontario
- Northern Mixtures located in Rama, Ontario
- PhotoCadieux located in Cambridge, Ontario
- R&A Toulouse Trucking located in Massey, Ontario
- Shadow Healing located in M'Chigeeng, Ontario
- Stuckin' Ring located in Berwick, Ontario
- The Haven Hostel Inc. located in Thunder Bay, Ontario
- The Smoke Depot, located in Deseronto, Ontario

### Level 2 Grant recipients:

- Anish Branding located in Ottawa, ON
- Baamaapii Boxes located in North Bay, ON
- Bear Standing Tall & Associates located in Shannonville, ON
- Beaverstone Consulting located in Rockwood, ON
- Dr. Clean Inc. located in Nipigon, ON
- First Nations Cable located in Ohsweken, ON
- Prazek Construction located in Timmins, ON
- Superior Strategies Inc. located in Nipigon, ON





# SUPPLY CHANGE™

## 2021 Annual Report

**01** About CCAB • **07** Events & Awards  
**13** Membership • **17** Progressive Aboriginal Relations  
**23** Tools & Financing for Aboriginal Business  
**27** Supply Change • **31** Research  
**35** Public Policy Department  
**38** Marketing & Communication • **41** Financials



## INDIGENOUS PROCUREMENT INITIATIVE - SUPPLY CHANGE™

In 2021, CCAB focused on engagement within its procurement service, Supply Change™. Each Certified Aboriginal Business (CAB) is registered within the Aboriginal Procurement Marketplace (marketplace) where CABs can connect with corporations who have made a commitment to Indigenous procurement through meaningful interactions and advanced procurement applications.

Supply Change™ continued to grow in 2021, as 98 Champions committed to increasing their indigenous spend through the marketplace. A difference of 30 new champions since 2020, and 57 new champions since 2019. Certified Aboriginal Businesses in the marketplace increased to 904 – an annual increase of 46%. Additionally, the marketplace shared a total of 157 government set-asides and 27 Indigenous related procurement opportunities. These analytics helped determine what CAB industries were receiving opportunities and what areas required support.

Overall, Supply Change™ saw significant growth in participation from CCAB Certified Aboriginal Businesses and Business members.

Supply Change™ continues to develop digital structures that can help close social economic gaps as the Canadian government increases effort to meet their goal of 5% Indigenous procurement and businesses contribute to economic reconciliation by increasing Indigenous involvement within their supply chains.



## FEDERAL PROCUREMENT POLICY

CCAB continued to work with federal procurement regimes to increase benefits for Indigenous businesses and support federal procurement commitments. Indigenous businesses remain underrepresented in federal supply chain spending. Advisory efforts from CCAB reformed small policies in Government of Canada's procurement practices that could result in large benefits for Indigenous businesses, communities, and economic reconciliation.

In summary, CABs provided recommendations such as adequate commercial viability in Indigenous subcontracting at a federal level, clearly defined procurement opportunities, compliance tracking, accountability, and efforts to build capacity within Indigenous businesses to adhere to subcontracting opportunities. These recommendations were the beginning steps to the missing communication and economic barriers that Indigenous businesses faced in the federal procurement process.

The recommendations were made available to be facilitated with regional Procurement Association of Canada (PAC) offices to ensure Indigenous and non-Indigenous businesses could navigate the federal procurement process. It was suggested that procurement goals could connect more easily with federal procurement initiatives with a more streamlined experience and better communication of federal primary and secondary procurement opportunities with local Indigenous businesses, communities, and organizations. PAC offices provided support through the federal procurement process and made available as a contact. Procurement Officers were encouraged to promote Indigenous business participation with organizations such as CCAB, National Aboriginal Capital Corporation Association (NACCA), Nunavut Tunngavik Inc. (NTI) and others, before being connected with primary contractors.

## Aboriginal Procurement Champions







# RESEARCH



## 2021 Annual Report

- 01 About CCAB • 07 Events & Awards
- 13 Membership • 17 Progressive Aboriginal Relations
- 23 Tools & Financing for Aboriginal Business
- 27 Supply Change • 31 Research
- 35 Public Policy Department
- 38 Marketing & Communication • 41 Financials





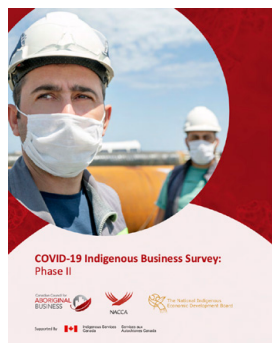
## SUMMARY

This past year, CCAB Research aimed to continue providing meaningful data and insights into the socioeconomic landscape of Indigenous businesses. In collaboration with various organizations and government partners, CCAB conducted a range of impactful research, including projects on procurement, trade and export, Indigenous womens' entrepreneurship, and digital skills for the future of work. We continue to pursue research opportunities that clarify the experiences of Indigenous businesses and lead to data-driven recommendations for Indigenous communities, governments, and corporate Canada on how to strengthen Indigenous inclusion in the economy.

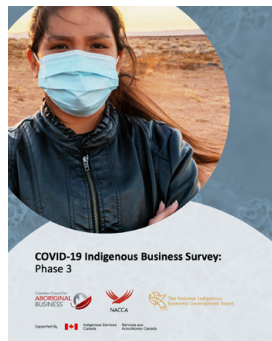
## WHAT WE'RE WORKING ON

As the COVID-19 pandemic still loomed large in 2021, CCAB Research expanded our previous work on this topic by releasing two follow-up reports to account for the changing conditions of Indigenous businesses resulting from the public health crisis. In addition, CCAB Research updated our national survey series, collecting Indigenous business demographics in our largest survey yet. We also explored the connection between Traditional Knowledge and intellectual property, the diversity and intersectionality of Indigenous entrepreneurs, social innovation and social finance, and Indigenous involvement in Canadian supply chains. With our network of partners and collaborators, we completed nine projects and have eight more in progress. Our work resulted in seven public-facing reports, one public webinar, and several internal reports and virtual stakeholder presentations.

### Effects of COVID-19 on Indigenous businesses



In 2021, we completed [Phase 2](#) and [Phase 3](#) of our [COVID-19 Indigenous Business Survey](#), which reported the long-term effects of COVID-19 on Indigenous businesses. Our research on this topic became increasingly more focused as the pandemic evolved and created unique challenges for Indigenous businesses. The report's most recent phase compared data from the first phase of the survey and provided an analysis of Indigenous businesses' access to and engagement with government programming and support. Phase 2 data was also used to produce two additional reports. One report named [COVID-19 Indigenous business survey phase II: Indigenous women entrepreneurs](#) focused on the impacts of COVID-19 on Indigenous Women Entrepreneurs. They form a series that takes a closer look at our [COVID-19 Indigenous Business Survey](#) to assess the diverse experiences of Indigenous business owners during the pandemic. The other report named [COVID-19 Indigenous Business Survey Phase II: First Nations, Inuit, and Métis businesses](#) centered on the differential impacts of COVID-19 on First Nation, Métis, and Inuit businesses. Looking through a gender and identity lens to understand Indigenous businesses' experiences during the pandemic can help us better address their specific needs now and into the recovery period.

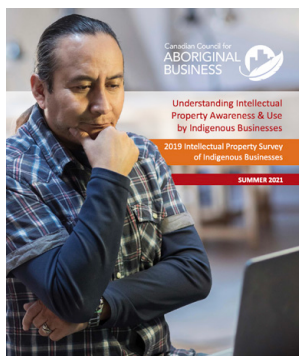


## Indigenous business demographics

Our goal of conducting regular surveys among Indigenous businesses is to learn more about their characteristics and needs. With our partners at Global Affairs Canada, Environics Research, and Big River Analytics, we recently completed a national survey of over 2600 Indigenous-owned businesses across Canada. This research is a continuation of our 2010, 2015, and 2019 national studies. The information gleaned from such projects will enable CCAB Research to provide meaningful insight into the economic realities confronting Indigenous businesses and track developments over time. CCAB Research will continue to undertake research on Indigenous firms' demographic data, such as industry, geography, and size.



## Traditional knowledge and intellectual property



In 2021, CCAB Research explored and highlighted many aspects of Indigenous Knowledge in the Canadian economy. Several projects, including *Understanding Intellectual Property Awareness & Use by Indigenous Businesses*, a national IP survey of Indigenous businesses, and a forthcoming report entitled *Readiness and Resilience: Mapping the Contours of the Indigenous Skills and Employment Ecosystem in Canada*, aimed to better understand how Indigenous ways of knowing are being incorporated into various sectors of the Canadian economy, such as resource development, staffing/employment, and agriculture. CCAB Research's commitment to incorporate Indigenous Ownership, Control, Access, and Possession (OCAP) principles into all facets of our ongoing initiatives continued in 2021.

## Diversity and intersectionality of Indigenous businesses

CCAB Research spent the last year focusing on diversity, inclusion, and equity trends affecting Indigenous business in Canada. Many of our projects in 2021 placed a particular emphasis on the role of women in the Indigenous/Canadian economy and Indigenous Peoples' broader engagement in processes such as economic supply chains. This included a report entitled *Partnerships in Procurement: Supporting Indigenous Business Growth through Improving Federal Secondary Procurement from Corporate Canada*, which focused on advocating for increased Indigenous procurement in federal and corporate supply chains. The Government of Canada implemented CCAB's recommendation to create more opportunities for Indigenous businesses to succeed and grow by creating a new target to have at least 5% of federal contracts awarded to businesses managed and led by Indigenous Peoples. Through our reports on COVID-19 and gender and Indigenous heritage, we continued to examine the intersectionality of Indigenous businesses.





## Social finance and entrepreneurship



The final objective of CCAB Research in 2021 was to continue investigating how increasing Indigenous economic participation can have positive social outcomes for Indigenous Peoples and communities, as well as the broader Canadian population. In our 2021 report titled *Indigenous Perspectives on Social Innovation and Social Finance in Canada*, we sought to examine the practice of making investments intended to create a measurable social or environmental impact while generating financial returns. Social finance is a key source of financial support for developing and scaling social innovation. Pursuing research on this topic helped mobilize CCAB projects into frameworks for recommendations on policy and relationship-building between governments and Indigenous communities.

## RESEARCH IN 2021: BY THE NUMBERS

In 2021, CCAB Research had...

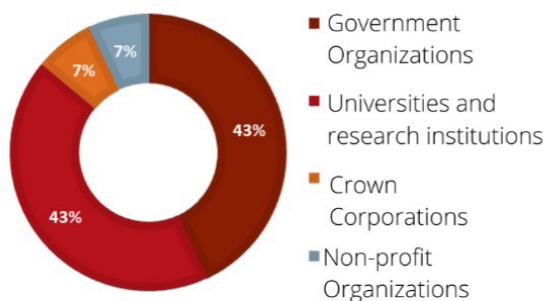
**11** Launches, conferences, round-tables, and panels

**7** Published reports

**9** Completed projects

**8** Ongoing projects, and

**19** Research partners:



### BUILDING CONNECTIONS

CCAB Research worked with thousands of Indigenous and non-Indigenous participants from across Canada to gather cutting edge information and provide data driven policy recommendations.

**2603** National Survey Respondents

**1583** Online Survey Respondents

**56** In-Depth Interview Participants

**16** Businesses enrolled in pilot initiatives



For more information on CCAB Research please visit [ccab.com/research](https://ccab.com/research)

# PUBLIC POLICY DEPARTMENT



## 2021 Annual Report

**01** About CCAB • **07** Events & Awards  
**13** Membership • **17** Progressive Aboriginal Relations  
**23** Tools & Financing for Aboriginal Business  
**27** Supply Change • **31** Research  
**35** Public Policy Department  
**38** Marketing & Communication • **41** Financials





## SUMMARY

Over the course of 2021, the Public Policy Team focused on three key public policy priorities including, increasing access to government procurement and programs for Indigenous businesses, supporting access to markets for Indigenous businesses through delivering Indigenous exporter training sessions and export missions alongside enhancing financial supports to drive Indigenous business growth.

The Public Policy team has worked on several initiatives to support Indigenous prosperity and well-being by underpinning government policy development and program design that is informed by Indigenous Nations, businesses, organizations and Leaders.

## WHAT WE DO

The Public Policy team developed and led activities designed to shape government decision making and support Indigenous businesses, including:

- ✓ **Leading collaborative projects** resulting in impactful policy recommendations.
- ✓ **Advocacy activities** to influence government policy development and program design.
- ✓ **Developing programmatic offerings** to build the organizations' capacity and encourage federal devolution.
- ✓ **Engaging directly with Indigenous businesses** to connect them with appropriate funding and services to support their growth.



## LIST OF ACHIEVEMENTS

In 2021, the Public Policy Team is pleased to share that we have:

1. Supported CCAB appearances before Federal Parliamentary Committees. These include:
  - i. **House of Commons Standing Committee on Government Operations and Estimates:** February 22, 2021
  - ii. **House of Commons Standing Committee on Transport, Infrastructure and Communities:** March 9, 2021
  - iii. **Senate Standing Committee on National Finance:** April 30, 2021
  - iv. **Senate Standing Committee on National Finance:** May 18, 2021
  - v. **Senate Standing Committee on Aboriginal Peoples:** May 31, 2021
  - vi. **House of Commons Standing Committee on Government Operations and Estimates:** June 9, 2021
2. Successfully advocated for a policy change in the delivery of the Government of Ontario's Small Business Support Grant. As a result of this advocacy work, nearly 100 Indigenous businesses without an HST number in Ontario qualified for the grant. Because of this change, an additional \$4,000,000 was provided to Indigenous businesses in Ontario
3. Collaborated effectively with National Indigenous Economic Organizations to produce procurement public policy papers to chart the path for the Federal Government to achieve its 5% Indigenous procurement target.
4. Cooperated with leading international Indigenous organizations to share Indigenous trade policy best practices.
5. Joined Business at the Organisation for Economic Co-operation and Development (OECD) as its first Indigenous business member.
6. Developed and led the following Indigenous export development opportunities:
  - i. Indigenous Export Mission to the USA: January 2021
  - ii. BC Indigenous Export Training Session: February – March 2021
  - iii. Canada – Australia Indigenous Export Training Session: June 2021
  - iv. Atlantic Indigenous Export Training Session: August 2021
  - v. Canada – Australia Indigenous Export 2-Day Mission: August 2021
  - vi. Atlantic Indigenous Export Mission: November 2021



# MARKETING & COMMUNICATION

## 2021 Annual Report

- 01 About CCAB • 07 Events & Awards
- 13 Membership • 17 Progressive Aboriginal Relations
- 23 Tools & Financing for Aboriginal Business • 27 Supply Change • 31 Research
- 35 Public Policy Department
- 38 Marketing & Communication • 41 Financials

## NATIONAL DAY FOR TRUTH AND RECONCILIATION

SEPTEMBER 30TH, 2021

Today, is a day to create the space for the truths, as difficult as they are to hear or understand. Take the time to reach out to your Indigenous colleagues, friends, and family, and recognize and reflect on the tragic history of residential schools. There is courage and strength in all of us, and together through awareness and action we can help provide the tools to heal.

In honour of today, CCAB will be closed.

Canadian Council for  
ABORIGINAL  
BUSINESS

## National Indigenous Peoples Day June 21, 2021

In this difficult time of grieving and learning, it is more important than ever that we move forward together. Today, and every day we recognize and celebrate the rich heritage, culture, contributions, and resilience of Indigenous people.

This National Indigenous Peoples Day we encourage you to support the Indigenous economy.

Canadian Council for  
ABORIGINAL  
BUSINESS

#buyIndigenous  
#investinIndigenous  
#IndigenousInclusion

Canadian Council for Aboriginal Business  
@ccab\_national

"Indigenous communities across the country are building and partnering on projects in the clean energy economy." Read about CCAB's President and CEO, @BullTabatha, and her take on Indigenous clean energy partnerships.



climateinstitute.ca  
Indigenous partnerships—the key to meeting Canada's climate commitments? ...  
Indigenous clean energy partnerships will play a critical role in the low-carbon transition

# ABORIGINAL BUSINESS REPORT

The Aboriginal Business Report continues to focus on critical areas of development and covers business topics relevant to the Indigenous economy in Canada. In 2021, CCAB produced stories about business recovery and success through COVID, the Mi'kmaq purchase of Clearwater Seafoods, Progressive Aboriginal Relations, and included our popular Indigenous Business Directory.

The Aboriginal Business Report was recently named the number one Indigenous Business Magazine in Canada. CCAB members continue to receive an advertising discount and are often interviewed and featured in the many stories throughout the three annual editions.



## E-NEWS & OPPORTUNITIES

Using our [CCAB e-news](#) as a vehicle to drive our message and that of our members? helps to facilitate opportunities and business relationships. The bi-weekly newsletter has a distribution to over 7,200 inboxes including those of CCAB members, Indigenous businesses, communities, and companies operating in Canada. CCAB members were offered one complimentary member profile/advertorial to be featured in an edition of the e-newsletter. They were also offered a discount on an advertising package to further promote their company in the e-news. As advertising and readership expands, we are looking at renaming, adding extra features and giving the e-news a new look in 2022.

## SPEAKING ENGAGEMENTS

In 2021, the CCAB team continued to build on their reputation as the leading authority on the Indigenous economy. Virtual speaking engagements and media interviews allowed for a wider reach across the country. Here are some [highlights](#).



# GETTING THE WORD OUT

From January 2021 – December 2021, CCAB earned a total of 4,269 media hits with a total reach of over 3 billion hits. The advertising equivalency rate of this coverage is over \$33 million. Media hits increased by 25%, reach increased by 133% and AVE increased by 132% over 2020.

CCAB social media platforms include Facebook, Instagram, Twitter, and LinkedIn. Engagement on social media represents the measurement of comments, likes, and shares. Engagement leads to increased word-of-mouth, website traffic, and brand awareness. CCAB social media engagement throughout the year totaled 205,045 across all social media platforms. LinkedIn is the platform that had the highest engagement total of the year with a total of 14,484. Our online community continues to grow on all platforms.

## Facebook – # of followers

5,303	January 2021		6,901	December 2021	30% increase in followers
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## Twitter – # of followers

4,895	January 2021		5,591	December 2021	14% increase in followers
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## LinkedIn – # of followers

9,257	January 2021		14,951	December 2021	62% increase in followers
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## Instagram – # of followers

746	January 2021		1,523	December 2021	104% increase in followers
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# FINANCIALS



## **2021 Annual Report**

**01** About CCAB • **07** Events & Awards  
**13** Membership • **17** Progressive Aboriginal Relations  
**23** Tools & Financing for Aboriginal Business  
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# REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

## To the Members of

Canadian Council for Aboriginal Business  
Conseil canadien pour l'entreprise autochtone

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2021 and the summary statement of operations and changes in net assets for the year then ended, are derived from the audited financial statements of Canadian Council for Aboriginal Business/Conseil canadien pour l'entreprise autochtone (the "Council") for the year ended December 31, 2021. We expressed an unmodified audit opinion in our report dated May 26, 2022.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements of the Council.

## Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with Note 1.

## Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

## Opinion

In our opinion, the summary financial statements are a fair summary of the audited financial statements in accordance with Note 1.



Toronto, Canada  
May 26, 2022

Segal LLP  
Chartered Professional Accountants  
Licensed Public Accountants

## Summary Statement of Financial Position

As at December 31

	2021	2020
<b>Assets</b>		
Current		
Cash and cash equivalents	\$ 3,893,269	\$ 2,186,599
Accounts receivable	146,407	282,489
Government remittances recoverable	32,767	53,382
Prepaid and deferred expenses	93,053	51,143
	<b>4,165,496</b>	2,573,613
Property and equipment	83,557	73,267
Intangible assets	58,281	39,594
	<b>\$ 4,307,334</b>	<b>\$ 2,686,474</b>
<b>Liabilities</b>		
Current		
Accounts payable and accrued liabilities	\$ 398,653	\$ 327,479
Deferred revenue	1,351,200	709,309
Deferred contributions	726,955	188,588
	<b>2,476,808</b>	1,225,376
Net assets	<b>1,830,526</b>	1,461,098
	<b>\$ 4,307,334</b>	<b>\$ 2,686,474</b>

## Summary Statement of Operations and Changes in Net Assets

For the Year Ended December 31

	2021	2020
<b>Revenue</b>		
Membership fees and donations	\$ 2,209,378	\$ 1,800,856
Research grants	606,609	480,314
Fundraising events	535,728	556,123
Program grants	485,228	268,505
Public policy grants	165,682	72,282
Facebook grant	148,334	315,000
Other income	92,079	53,022
Government assistance	86,594	417,623
	<b>4,329,632</b>	3,963,725
<b>Expenses</b>	<b>3,960,204</b>	3,797,762
<b>Excess of revenue over expenses for the year</b>	<b>369,428</b>	165,963
<b>Net assets – beginning of year</b>	<b>1,461,098</b>	1,295,135
<b>Net assets – end of year</b>	<b>\$ 1,830,526</b>	<b>\$ 1,461,098</b>

Note 1: The summary statement of financial position and summary statement of operations and changes in net assets is presented in accordance with Management's internal summary template of the audited financial statements. The internal summary template only shows the total expenses and no further details are presented. No note disclosures are provided.





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