



For Immediate Release

## A Deep Dive into the Francophone Business Landscape

**December 10, 2020** – Good decision-making requires good data.

With this in mind, the Regional Business Centre partnered with the Société Économique de l'Ontario and Northern Policy Institute (NPI) to develop a survey that will provide a comprehensive picture of Francophone businesses in Sudbury, Sudbury-East and Manitoulin. The survey will be open from December to February.

Alongside addressing any organizational and labour market challenges businesses may face, the survey also dives into other areas such as impacts of COVID-19 and French services provided by businesses. The results of this survey will be a value-add to the Regional Business Centre and the Société Économique de l'Ontario for service and program development to better serve businesses in the area.

“Helping to build a strong business community, especially during COVID-19, is incredibly important,” said Josée Pharand, Business Centre Coordinator at the Regional Business Centre. “We are looking forward to hearing what Francophone businesses have to say and how we can best move forward with those results.”

The survey can be completed within 10 to 15 minutes. Respondents are strongly encouraged to participate in the survey. The more voices, the better.

The survey is a part of a larger project funded by the Ministry of Economic Development, Job Creation and Trade. The survey itself was created through NPI's Northern Analyst Cooperative program, which is a membership group of organizations, municipalities, charities, chambers, and more.

To participate in the survey, please click on one of the links below:

English Survey: <https://www.surveymonkey.com/r/R6SHNKX>

French Survey: <https://www.surveymonkey.com/r/RB6C7JY>





Media interviews are available and can be arranged by contacting:

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### **About the Regional Business Centre**

*The Regional Business Centre is a one-stop source for information and guidance on starting, expanding and operating a business. Entrepreneurship is the cornerstone of our local economy. With the support of our Collaboration Network, the Regional Business Centre is hosted within the Economic Development Division of the City of Greater Sudbury. Our Centre has supported thousands of entrepreneurs since its inception in 1995. We are one of 57 small business enterprise centres across Ontario and we are a part of the Ontario Network of Entrepreneurs.*

### **About Société Économique de l'Ontario**

*The Société Économique de l'Ontario (SÉO), established in 2001, is a provincial network with a professional team that takes an innovative approach to economic development, entrepreneurship, employability and immigration. SÉO engages all of the Francophone and bilingual community's stakeholders in fostering the prosperity of Ontario and Canada.*

### **About Northern Policy Institute:**

*Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable communities in Ontario's western and northern regions. Our operations are located in Thunder Bay and Sudbury to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts our communities, our province, and our country.*

### **About Northern Analyst Cooperative**

*The Northern Analyst Cooperative is a membership group of organizations, municipalities, charities, chambers, and more. By merging our collective resources, we can ensure that the smallest municipality or local charity can access high-end skills. The expert's salary and benefits are covered in part by NPI/IPN and our sponsors, and in part through the membership fees paid by participating organizations. The end result is members are able to secure the skills they need when needed.*