

PROVINCIAL ELECTION 2022 THE SÉO'S EXPECTATIONS

Founded some twenty years ago, the SÉO is Ontario's Francophone and bilingual ecosystem economic leader. Its actions are carried out through mandates that touch, among others, the fields of employability - support for newcomers and employers - entrepreneurship, as well as the various sectors of economic activity, including the tourism industry. As a key player in this ecosystem, the SÉO has expectations that we would like to be fulfilled by the future Ontario government. We are taking advantage of this pre-election period to present them.

The business incubator, a made-in-Ontario solution

One of the SÉO's biggest accomplishments last year was the implementation of Ontario's first-ever Francophone and virtual business incubator.

While this project was already on the SÉO's radar, the Ontario government gave us the impetus we needed by announcing in March 2021 its intention to support the implementation of business incubators across the province. .

Entrepreneuriat SÉO offers a complete solution that, thanks to its virtual mode, is accessible to all future French-speaking business owners regardless of where they are located. It was developed in collaboration with more than twenty partners who contributed their know-how, advice and expertise.

Interested individuals can enroll in the general stream or in one of the specialized streams, designed to address the specific characteristics and challenges of the type of business they wish to start or the demographic group to which they belong. This is an essential tool for training the business people of tomorrow.

EXPECTATION

It is very important to us that the government support our business incubator, one of our greatest achievements over the past year. While we did receive financial support from the MFAO for the business incubator's implementation, this support, even though it was very much appreciated, was minimal compared to the total costs of the project. THE SÉO is seeking greater recognition from government and much more substantial financial support, including the promotion and continued operation of this program. The Ontario government stands to gain from this made-in-Ontario concept, which could be exported to other provinces and even other jurisdictions outside of Canada.



Labour shortage and Francophone immigration

While immigration is a federal responsibility, the provincial government can also contribute by nominating candidates. Since 2016, the target for Francophone immigration to Ontario is 5%. It has never been achieved. With the shortage of manpower, it becomes essential to achieve it, or even exceed it.

EXPECTATION

To help meet this target, the SÉO suggests that the government work with us and other immigration agencies by funding outreach tours directly to French-speaking countries to attract applications from skilled workers, particularly in the health care, tourism, education, and other areas where there is a more obvious shortage



The North, a favourite destination

The Francophone character of certain regions of Northern Ontario is threatened. As elsewhere in the province, labour shortages are rampant.



EXPECTATION

The SÉO is interested in working closely with the government to help us promote the North as a destination of choice for newcomers seeking employment in Ontario.

A leader in entrepreneurship

We have been providing a variety of services to Ontario's francophone business community for the past 20 years, including mentoring, specialized coaching, entrepreneurship advice, and more.

Our expertise is proven. Not to mention the fact that our advisors are Growthwheel certified. Growthwheel is a visual toolbox and platform that promotes collaboration between them and entrepreneurs to help their businesses grow. .

EXPECTATION

We would like the government to both recognize the SÉO's great expertise and skills and help us grow rather than establish other similar publicly funded services.

Our expectations don't stop there!

SÉO's other issues of interest as we head into the 2022 provincial election cycle include proposed support measures to help small and medium-sized businesses that have suffered as a result of COVID, tourism initiatives, high-speed internet access throughout the province, the francophonie and early childhood.

In conclusion

The SÉO's mandates are critical to Ontario's economic development. We are already being supported by the federal government. Over the past 20 years, we have developed a strong track record in employability and entrepreneurship, making us a leader in economic development in Francophone and bilingual Ontario. We hope that the government will recognize this expertise and the important role that SÉO plays in this ecosystem by supporting us financially and making us a partner of choice. More than anything, we ask that the government not reinvent the wheel by launching competitive services similar to ours through existing or new agencies.