



Canadian Council for  
**ABORIGINAL  
BUSINESS**



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**2022**

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## ABOUT CCAB

CCAB builds bridges between Indigenous and non-Indigenous peoples, businesses, and communities through diverse programming, providing tools, training, network building, major business awards, and national events.

# A Message From The Co-Chairs

Momentum in economic reconciliation continues to grow and Canadian Council for Aboriginal Business (CCAB) is leading by example, propelling export and trade initiatives forward, as well as the strategic partnerships and grassroots entrepreneurship.

At the end of 2022, CCAB had more than 2,000 active members with 1,290 of those companies being Indigenous owned companies. This number is changing all the time. We were very proud to close out 2022 with 201 companies in the Progressive Aboriginal Relations™ (PAR) program, welcoming 42 new CCAB members into PAR in 2022.

Last year was filled with grant opportunities at CCAB. Thousands of dollars were awarded to Indigenous-led businesses through live draws and adjudicated applications.

Grants distributed in 2022 included the Indigenous Women's Entrepreneurship Fund (IWEF), the Hydro One Indigenous Entrepreneurship Grant and the Google Indigenous Business Grant. Hundreds of applications from Indigenous-led SMEs across Canada were awarded micro-loans and e-commerce advisor services in 2022 through the Canada Digital Adoption Program, an initiative of Innovation, Science and Economic Development Canada (ISED), which will complete in 2025.

We continued to build and deepen partnerships with non-Indigenous businesses across the country to establish mutually beneficial relationships with Indigenous businesses. CCAB's presence is being felt by government, as CCAB President and CEO Tabatha Bull was named a Top 100 lobbyist by The Hill Times in 2022.

Of course, all this can only be achieved with the commitment and enthusiastic engagement of all of our members and under the leadership of a dedicated staff led by Bull, who was named CEO of the Year in 2022 by the Ontario Chamber of Commerce.

CCAB's bi-weekly e-newsletter also continued to be a successful means for reaching our members and was distributed to more than 8,000 readers including CCAB members, Indigenous businesses, communities and companies operating in Canada.

The Aboriginal Business Report was named the number one Indigenous business magazine in the country in 2022. In 2023, distribution is being increased to four editions. The magazine is available in both print and digital versions.

The year ahead will bring more exciting new initiatives building on the successes and foundations forged in 2022. We appreciate all the 2022/23 board members for their dedication to and support of CCAB and Indigenous businesses across the country and look forward to all of what's to come.

# CCAB 2022 Board Of Directors



**Alicia Dubois**  
Co-Chair



**Michael S. Jacobs**  
Co-Chair

**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  
(BLG)

**Dany Gaudreault**  
Sandvik Mining and Rock  
Technology

**Desiree Norwegian**  
Atunda Inc.

**Fiona Kirkpatrick Parsons**  
Deloitte

**Greg Fuhr**  
Suncor

**Jon Davey**  
Scotiabank

**Jordan Jolicoeur**  
Carvel Electric Ltd.

**Leanne Krawchuk**  
Dentons Canada LLP

**Linda Hartford**  
CIBC

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

**Mark Shadeed**  
Bank of Montréal

**Mathieu Boucher**  
Hydro Québec

**Maxine Trennert**  
Worley Canada

**Micheal Hachey**  
Compass Group Canada Ltd.

**Paul Gruner**  
Tahltan Nation Development  
Corporation

**Sarah Midanik**  
The Gord Downie & Chanie  
Wenjack Fund

**Troy Dunn**  
Apple Canada

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

# A Message From The President & CEO



**Tabatha Bull**  
President & CEO  
Canadian Council for  
Aboriginal Business  
(CCAB)

For CCAB and a great many of its members, last year could be characterized as a year of reconnection and collaboration. Some of those connections were made as we gathered again in person at our events, some in corporate board rooms, in government chambers, through international trade missions and in the marketplace.

At CCAB, we were all energized by the enthusiastic participation of CCAB members at our in-person awards and events on the east coast and the west coast, which were exceptionally well-attended and received glowing feedback from attendees. It truly felt like we were all “back” and had emerged from the past challenges with a clear focus and a will to move forward together in building an inclusive Indigenous economy that we all see is possible.

We were proud to support the launch of the National Indigenous Economic Strategy (NIES) last year. The strategy was designed to drive positive change, address long-standing inequities, and achieve inclusive growth for and with Indigenous communities.

Our involvement in the Indo-Pacific Advisory Committee was also a clear signal to not only our government, but to the world, that Indigenous businesses could and should be leaders in the efforts to deepen engagement and build beneficial relationships in that region over the next decade. CCAB continues to advocate for increased representation by Indigenous business in the international marketplace.

We participated in Global Affairs Canada’s Indigenous Working Group on Trade to monitor and inform the Government of Canada’s free trade negotiations, demonstrating that representation of Canadian Indigenous businesses on the international level brings value, purpose and potential that could not be possible without their presence. CCAB also organized and conducted a trade mission to the U.S. in January 2022 with Indigenous businesses and organizations, and memorandums of understanding were secured with various International Indigenous organizations.

Here at home, CCAB has been working with the federal government for increased equity, as Indigenous Peoples in Canada comprise about 5 per cent of the overall Canadian population, but have been consistently awarded a lower percentage of federal contracts. The Government of Canada’s 5 per cent target aims to leverage government spending to help grow Indigenous businesses and improve those socio-economic imbalances. CCAB’s Supply Change™ program continued to build on the success of its five-pillar procurement strategy to help generate revenue for Indigenous businesses formed through relationships with both corporations and governments. ▶

Some of corporate Canada's most notable companies also continued to take notice of CCAB's work and engage with CCAB initiatives. In 2022, Google Canada announced a \$1.5 million commitment to CCAB with investments in cash grants, CCAB memberships for Indigenous businesses and the redevelopment of CCAB's Tools and Financing for Aboriginal Business (TFAB) platform. IBM also showed its support of TFAB by providing valuable input for improvements. Our Progressive Aboriginal Relations™ (PAR) program enabled more non-Indigenous Canadian companies to continue to work towards their own goals for Reconciliation Action Plans.

I had the opportunity to share CCAB's vision, purpose, programs and tools, participating in over 100 speaking engagements including at the 46th Elders and Traditional Peoples Gathering, City of Toronto Collision Pavilion, NIES Launch, The Lawrence National Centre, the Joint Economic Development Initiative and at several universities, including McGill University, University of Western Ontario's Ivey School of Business and Queen's University.

We grew our social media platforms considerably with our LinkedIn followers almost doubling in the last two years. During that same time, our LinkedIn engagement also quadrupled. This allowed us to build on our reputation and presence, while also communicating quickly and effectively regarding events, research, tools, funding opportunities, partnerships and initiatives.

Listening closely to our members and responding to their needs continued to be our priority in 2022 and informed our decisions and direction. We began the year by launching the third round of our COVID-19

Indigenous Business Survey to continue assessing concerns as a result of the pandemic. In order to support economic recovery, research showed that Indigenous people require new digital skills and core learning abilities.

Through fiscal prudence and continued efforts to ensure our operations are efficient, we have again completed the year in a surplus position. This puts our organization in an incredible position to grow our team and resources to support our growing membership. A portion of the funds are set aside as restricted funds to protect against unforeseen circumstances. The remainder will be re-invested in resources and programs to continue building on the strong growth and evolution of the organization.

We are moving forward with great intentionality and with the best interests of business members across Turtle Island as the priority for CCAB. Our progress in keeping Indigenous businesses on the agendas and minds of investors, stakeholders and gatekeepers has been significant, and we are going to continue to lean in for our members with the support of our amazing Board, staff and supporters.

I'm grateful for the opportunity to support CCAB Indigenous businesses and non-Indigenous members alike and look forward to continued growth and exceeding expectations in 2023.

Chi Miigwetch,

Tabatha Bull





## 2022 EVENTS & AWARDS

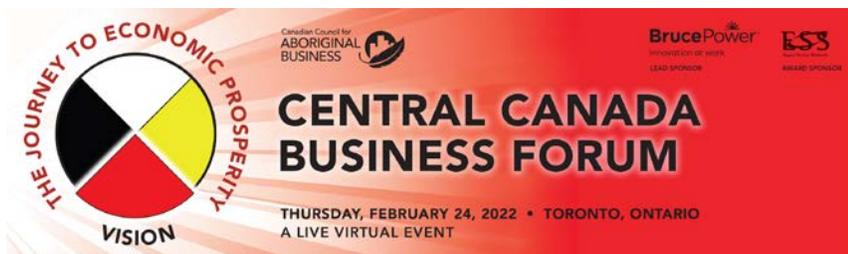
CCAB's 2022 events were guided by the traditional teachings of the medicine wheel.

'The Journey to Economic Prosperity,' connected each quadrant to a different theme. ▶

The red represented vision, yellow for awareness, white for understanding and black for inter-connectivity.

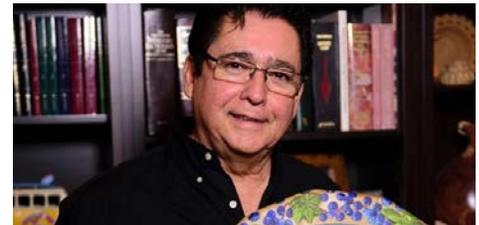
2022 began in Toronto with a fully virtual audience due to the pandemic and ended with a sold-out audience of 485 guests in Vancouver for the West Coast Business Forum & Awards Dinner. Despite a challenging last two years, CCAB is thrilled to be returning to all in-person events in 2023.

## Central Canada Business Forum



The Central Canada Business Forum took place virtually and was broadcast from a studio in Toronto. The event kicked off with entertainment by Deanna Hupfield and discussions were focused on building stronger networks to maximize interactions and presence in the virtual business world. Over 300 attendees joined for breakout sessions such as pitching your business effectively, networking for business growth in a digital era, investing Indigenous, and financing options to meet your growth needs. The 2022 Aboriginal Business Lifetime Achievement award recipient, Robert Louie, and the Young Aboriginal Entrepreneur award recipients, Dakota Brant and Jesse Brant, owners of Sapling & Flint were recognized during the event.

**Awards sponsored by ESS Worldwide Support Services and presented virtually.**



## East Coast Business Forum



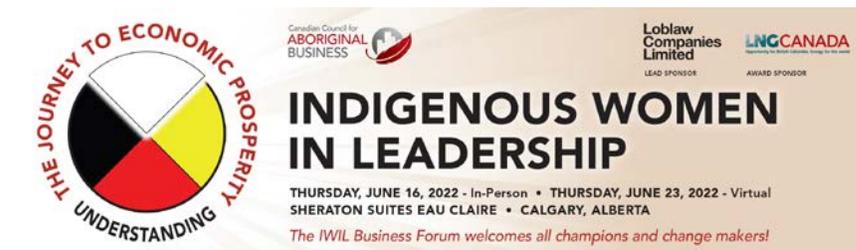
The East Coast Business Forum took place as a hybrid-model and sessions focused on expanding business ventures within and beyond Atlantic Canada, rebuilding Indigenous tourism, opportunities in the tech industry, and meeting the nation’s climate commitments. CCAB kicked-off its first time being on the East Coast with a Kitchen Party at the Lower Deck the evening before the Business Forum.

Following the Pre-Forum Social, 220 attendees joined in-person and 114 joined virtually to engage in discussions, enjoy a performance by Morgan Toney and recognize the 2022 Aboriginal Economic Development Corporation award recipient, Cree Regional Economic Enterprise Company (CREECO).

**Award sponsored by Rio Tinto and presented by Sarah Panet.**



## Indigenous Women In Leadership (IWIL)



Welcoming all champions and change-makers, IWIL 2022 was the final hybrid event for CCAB. Sessions focused on the impact of Indigenous mentorship, women in trades, breaking through financial barriers, redefining entrepreneurial stereotypes, and increasing representation on boards and C-suite positions—232 people joined in person, and 111 attended virtually the following week. Attendees gathered to celebrate and honour the 2022 IWIL award recipient, Shelly Mandeville.

**Award sponsored by LNG Canada and presented by Denita McKnight.**

## West Coast Business Forum

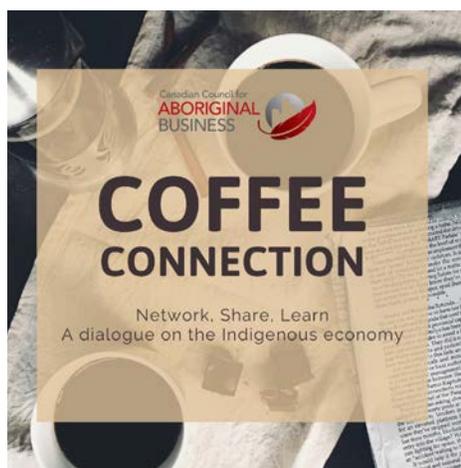


The West Coast Business Forum started with a wonderful drumming and singing performance by M'Girls. Panels and discussions throughout the day centered around the 107 Calls to Economic Prosperity in the National Indigenous Economic Strategy (NIES). A sold-out audience participated in networking and attended breakout sessions focused on Indigenous business growth. The 2022 recipient of the Award for Excellence in Aboriginal Relations was presented to Dr. Marie Delorme. Close to 500 attendees continued the celebration in the evening for the CCAB Awards Dinner recognizing companies achieving their Bronze-, Silver-, and Gold-level PAR certifications.

**Award sponsored by Sysco Canada and presented by Jason Welter.**



## Coffee Connection



Another year of successful virtual networking was achieved through CCAB's Coffee Connection events!

The Coffee Connection events allow members and non-member to gather from across the country to hear news from CCAB and discuss current accomplishments, events, and issues in the world of Indigenous business.

The networking series continues in 2023 on the first Thursday of each month.

**[Click here to register for Coffee Connection.](#)**



Indigenous Women in Leadership (IWIL) Award

Shelly Mandeville



Aboriginal Business Lifetime Achievement Award

Robert Louie

# CCAB Indigenous Business Awards



Aboriginal Economic Development Corporation (AEDC) Award

Cree Regional Economic Enterprises Company Inc.

Young Aboriginal Entrepreneur Award

Dakota & Jesse Brant Sapling & Flint



Award For Excellence in Aboriginal Relations

Dr. Marie Delorme





# MEMBERSHIP

CCAB fosters business relationships between Indigenous businesses, partnerships between Indigenous entrepreneurs and Canada's institutional enterprises, and awareness of Indigenous participation within the Canadian economy.

## **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 help 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 allow 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 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 learnings about our current trends research addressing business challenges and trends.



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

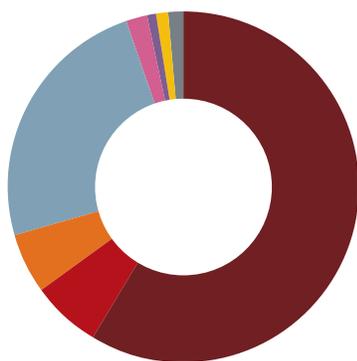
## Membership

In 2022, membership grew to a milestone 2000+ members as CCAB welcomed 564 new members. A [2022 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:



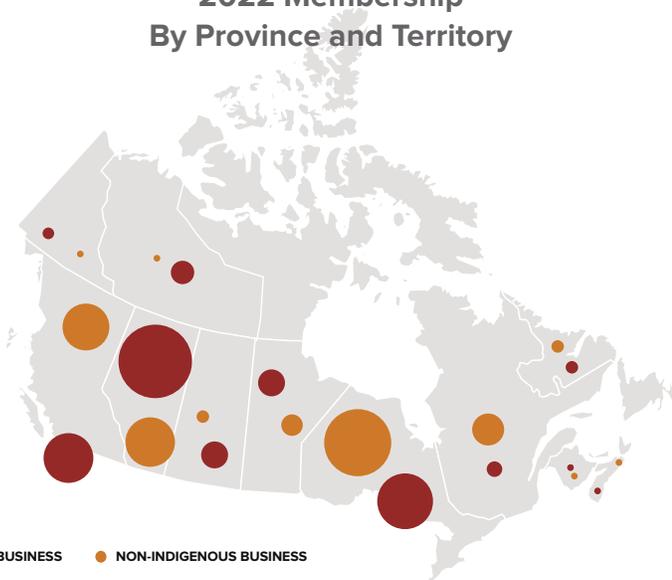
<b>IBM</b> Indigenous Business Member 20 employees or less	<b>BM</b> Business Member 6 – 2,499 employees	<b>PBM+</b> Partner Business Member Plus 10,000 or more employees
<b>IBM+</b> Indigenous Business Member Plus 21 employees or more and/or Aboriginal Economic Development Corporations	<b>BM+</b> Business Member Plus 2,500 – 4,999 employees	<b>PATRON</b> Patron Member Unlimited employees
<b>SBEM</b> Small Business Enterprise Member 5 employees or less, and/or Non-Profit	<b>PBM</b> Partner Business Member 5,000 – 9,999 employees	

2022 Membership Breakdown  
By Category



IBM	1180	BM	487	PM+	20
IBM+	132	BM+	35	PATRON	26
SBEM	111	PM	21		

2022 Membership  
By Province and Territory



	BC	AB	SK	MB	ON	QC	NB	NS	NL	PE	YT	NT	NU	Other	Totals
Indigenous Members	231	518	98	49	362	33	16	9	21	1	13	13	13	0	1367
Non-Indigenous Members	82	229	15	18	296	40	1	8	8	1	1	2	0	2	703

## 2022 Patrons

We thank our Patrons for their generous support. CCAB Patrons have made an additional commitment to support the work of CCAB to bridge the gaps between Indigenous and non-Indigenous communities and to grow the Indigenous economy.





# PROGRESSIVE ABORIGINAL RELATIONS™ (PAR)

PAR is a program that supports businesses and organizations on a path to build a strategy to improve their relationships with Indigenous people, communities and businesses. Through PAR certification, an independent Indigenous jury confirm the corporation's performance in Indigenous relations at the Bronze-, Silver- or Gold-level. Certified companies promote their level with a PAR logo, that signifies to communities that they are good business partners, great places to work and committed to prosperity for Indigenous peoples.

## 2022 PAR Committed Companies

The year ended with 42 new committed level companies and a total of 201 companies in the PAR program. See the full list of PAR Committed companies [here](#).

## 2022 Certified Companies

Twelve Canadian corporations achieved Bronze-, Silver-, or Gold-level certification in 2022 and were celebrated and presented their certificates at the Awards Dinner in Vancouver, with 10 new Certifying and 2 Recertifying.

Progressive  
Aboriginal  
RELATIONS™ **BRONZE  
LEVEL**

Canadian Council for  
Aboriginal Business 

Progressive  
Aboriginal  
RELATIONS™ **SILVER  
LEVEL**

Canadian Council for  
Aboriginal Business 

Progressive  
Aboriginal  
RELATIONS™ **GOLD  
LEVEL**

Canadian Council for  
Aboriginal Business 

Interfor East

Strad Canada Inc.

Procon Mining & Tunnelling Ltd

Summit Site Services Inc.

REMCAN Projects LP

Organization of Canadian Nuclear Industries (OCNI)

Deloitte Canada

Triton Environmental Consultants

Hudbay Minerals Inc.

ATCO Frontec Ltd

Forbes Bros Ltd

Sodexo Canada Energy and Resources

Questions? Contact the PAR Team at [par@ccab.com](mailto:par@ccab.com)



# TOOLS & FINANCING FOR ABORIGINAL BUSINESS (TFAB)

## Tools & Financing for Aboriginal Business

In 2022, TFAB continued to grow and expand, with the addition of three services and 53 tools for a total of 56 new tools and services. Entrepreneurs are able to easily access the online portal that provides Indigenous entrepreneurs with the practical business tools, expertise, training and ever growing networks, to strengthen and grow their businesses.

### 56 New Tools & Services Added to TFAB



## TFAB Networking Events

In 2022, TFAB joined Ernst & Young (EY) for the 2nd Indigenous Suppliers Pitch competition, with 36 Indigenous businesses submitting applications and 12 contestants moving forward to the competition. Four contestants moved forward to the Pitch Finale on January 11, 2023 including: Tuesday Johnson-MacDonald, Tap Resources; Stan Higgins, VersaPile Inc.; Doug Rutherford, Mac Plastics and Anthony Wingham, Nuez Acres.



The 2022 Indigenous Suppliers Pitch competition winner was Nuez Acres. The Pitch Competition finale was a huge success, with Alison Evans of Gulf Island Seaplanes, the 2021 pitch winner who provided insights into what our finalists can expect from the mentorship and EY community moving forward. The first place winner received a \$5,000 USD Scholarship to the Tuck School of Business.

## TFAB Webinars

TFAB hosted 6 webinars in 2022



### Tata Consultancy Services (TCS)

Presented a webinar on: Bridging the Digital Gap in Indigenous Businesses and Communities.

### Karesa Consulting

Presented a webinar on: How to Lead When You Aren't in Charge.

### Innovations Canada

Presented a webinar on: Supporting Indigenous Entrepreneurs in Innovation and Economic Growth.

### BDC

Presented a webinar 3-part series on:

- How to Master the Finances of your Business
- How to use the right digital tools to win customers for your business
- How to Grow Your Business in a Virtual World

### NPower

Presented a webinar workshop on: Tools, Technologies, and Skills for Entrepreneurs

### Riipen

Presented a webinar on: Idea to Intern; Getting started on Ripen.

All recorded webinars can be found here: [Development and Networking - TFAB](#)

## Reimagining TFAB Landing Pages

IBM Service team, in collaboration with CCAB, worked to better understand TFAB users, their needs, pain points and expectations to identify actionable opportunities for improvement towards reimagining TFAB landing pages. The teams worked together over 6 weeks, concluding September 28, 2022 with a goal of implementing recommendations in 2023.

## Grants Administered in 2022

Indigenous Women Entrepreneurship Fund (IWEF)



CCAB administered the third Indigenous Women Entrepreneurship Fund. Twenty successful recipients of the fund received the following:

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

Indigenous Women Entrepreneurship Fund 2022 Recipients

<https://www.ccab.com/wp-content/uploads/2023/02/Grant-Recipients-IWEF.pdf>

## Indigenous Business Grant 2022



In partnership with Google Canada, CCAB launched the Indigenous Business Grant. Two levels of grants were awarded to 75 businesses across Canada.

In addition to the cash grants, recipients received one year of membership to CCAB.

[Level 1 Grant Recipients: \(\\$2,500\) Grant-Recipients-IBG-level-1-1.pdf](#)

[Level 2 Grant Recipients \(\\$10,000 payable over two years\) IBG-Level-2-Recipients.pdf](#)

## Hydro One Indigenous Entrepreneurship Grant 2022



In partnership with Hydro One, CCAB held the second annual Hydro One Indigenous Entrepreneurship Grant 2022 that was open to Ontario based Indigenous businesses.

Two levels of grants were awarded to 28 Indigenous businesses. In addition to the cash grants, recipients received one year of membership to CCAB.

[Level 1 Grant Recipients: \(\\$2,500\) Grant-Recipients-Hydro-level-1.pdf](#)

[Level 2 Grant Recipients: \(\\$7,500\) Grant-Recipients-Hydro-level-2.pdf](#)

## Canada Digital Adoption Program (CDAP)



CCAB was selected as a partner by Innovation, Science and Economic Development Canada (ISED) to deliver the [Canada Digital Adoption Program](#) – Grow Your Business Online program.

With this opportunity, eligible Indigenous businesses across Canada can receive a grant of \$2,400 via reimbursement, along with the support of an e-commerce advisor. The advisor will assist the business in developing and achieving their digital adoption goals.



# SUPPLY CHANGE™

CCAB continues to focus on collaboration and engagement as part of the Indigenous Procurement Strategy-Supply Change™.

A large component of Supply Change™ is the Aboriginal Procurement Marketplace (Marketplace) and its members consisting of Aboriginal Procurement Champions (Champions) and Certified Aboriginal Businesses (CABs). ▶

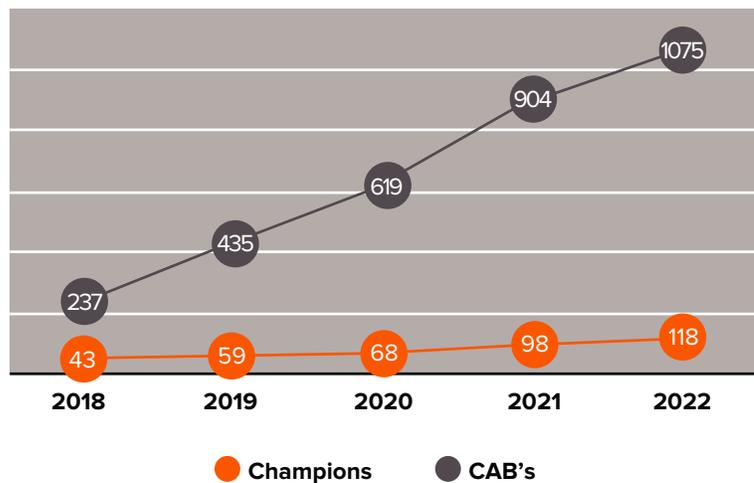
# Supply Change™ - Indigenous Procurement Strategy

Now in its fifth year, we continued to see growth in the marketplace in 2022, welcoming 20 new Aboriginal Procurement Champions, bringing our Champion total to 118. We also increased the number of Certified Aboriginal Businesses (CABs) in the Marketplace by 18%, bringing the total to 1075.

The Marketplace Newsfeed gained further visibility this year, sharing over 139 Government Set Asides and 15 Indigenous procurement related opportunities. In 2022, we began to see multiple Champions and CABs contributing posts and comments to the newsfeed and an increasing number of views. Since implementing the Marketplace, Champions have sent 47 RFPs to suppliers through the platform and completed over 3500 supplier searches. This does not include the RFPs and searches that CCAB has completed in support of members.

Supply Change™ continues to develop digital structures and supports to decrease the social economic gaps. We continue to work with the federal government to meet their goal of 5% Indigenous procurement by 2024 and support corporate Canada in their economic reconciliation plans by increasing Indigenous involvement within their supply chains.

## Annual Supply Chain™ Growth



# Aboriginal Procurement Champions





## RESEARCH & PUBLIC POLICY

CCAB's research is focused on economic reconciliation. We strive to support Indigenous entrepreneurship and community development by conducting research that informs policy change and program development that can strengthen Indigenous economies across Canada.

# Research & Public Policy Summary



CCAB partners with federal and provincial governments, corporate Canada, academia, Indigenous and non-Indigenous businesses, and communities to conduct work that contributes to the socio-economic well-being of Indigenous peoples. 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.

## Research Focus

CCAB houses 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 primary research on the size and scope of the Indigenous economy. For details and to learn more [please visit our website](#).

## Key Research Findings in 2022

- Over half (59%) of the businesses that received government financial assistance reported that the funding did not meet their financial needs. Over one-third (37%) feel the funding met their needs (another 4% were unsure).
- Indigenous businesses continue to experience negative impacts due to the COVID-19 pandemic. Two-thirds (66%) say the COVID-19 pandemic has negatively impacted their business operations, including revenue loss, employee layoffs, and event and contract cancellations. However, the most recent signs point to a positive tomorrow.
- Indigenous Economic Development Corporations (AEDCs) call for increased training, education, and opportunities for workers, especially the young Indigenous labour population, in the post-pandemic era to help offset future economic crises.
- Accelerating digital transformation and building an online presence remain among the most common ways businesses have adapted to the COVID-19 pandemic via the creation of an online platform (36%), increased online marketing (34%), improved online communication (28%), and hosting online events (21%).
- Fifty-eight percent of Indigenous business leaders say they were early adopters of new technologies, while only 25% of all business owners in Canada say the same.
- Indigenous businesses report using online tools more than the average Canadian business, selling products or services online (66% vs. 57%) or taking payments (77% vs. 68%).

# What We're Working On



## Procurement and Supply Chain Engagement

Throughout last year, CCAB continued to uphold its commitment to supporting procurement as a means for economic reconciliation. All the research that CCAB conducted in 2022 showcased the strength and capacity of the Indigenous economy, forcing governments and the private sector to take notice and become increasingly engaged. In the third and fourth quarters of 2022, we maintained and established new connections with facilitators and partners in procurement to ensure that this remains a central pillar of our work.

## Intellectual Property (IP) and Innovation

Partnering with the government and other support organizations associated with IP and innovation enabled us to conduct meaningful dialogues that helped raise Indigenous voices. A big part of this research focus is to better define what innovation means to Indigenous businesses and the Indigenous economy.

## Trade and Export

Trade and export continued to be a driving force for CCAB in 2022. Building on our earlier collaboration with the Office of the Chief Economist at Global Affairs Canada, the Research department conducted interviews and surveys to learn about the experiences of Indigenous businesses already exporting and those that want to export. CCAB's research and policy publications promoted Indigenous business expansion into international markets as a key driver for economic reconciliation.

## Indigenous Digital Economy

A recurring interest among our Indigenous business members was digital capacity, connectivity, and strategies for improving access to digital markets. In 2022, we worked to shed light on the digital realities faced by many Indigenous business communities to inform sensible, actionable policies and programming. Leveraging insights on this topic will ensure that CCAB's Research department continues to produce publications addressing our membership's concerns and advocates for them in their best interests.

## Indigenous Women's Entrepreneurship

We embarked on a multi-year project with the Diversity Institute to understand the early stages of Indigenous women's entrepreneurship in Ontario as a follow-up to our 2020 reports on Indigenous women-owned businesses in Canada. This multi-year study will produce a knowledge hub that will serve as a source of knowledge and best practices for women entrepreneurs.

Research on this topic will assist CCAB's women-owned business members in leveraging their skills, moving their businesses to the next level, and gaining a valuable understanding that they might be presently lacking.

# Published Research Projects



## COVID-19 Indigenous Business Survey Phase 3

Date of Publication: January 26, 2022

Sponsor/Partners: Indigenous Services Canada, National Aboriginal Capital Corporation Association (NACCA), and National Indigenous Economic Development Board (NIEDB)

## Readiness and Resilience: Mapping the Contours of Indigenous Skills and Employment Ecosystem in Canada

Date of Publication: July 13, 2022

Sponsor/Partners: Toronto Metropolitan University Diversity Institute and Future Skills Centre



## CCAB section of Google Canada's Economic Impact Report (EIR) and a brief discussion of the EIR by CCAB tailored to our membership

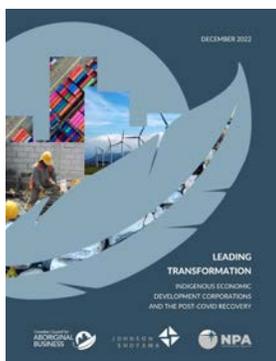
Date of Publication: October 3, 2022 (Google Canada EIR) and December 14, 2022 (CCAB EIR brief)

Sponsor/Partner: Google Canada

## Insights: A Window into the Indigenous Economy- Year 1

Date of Publication: Fall 2022 (This multi-year endeavor is still in progress.)

Sponsor/Partners: Humber College and Natural Sciences and Engineering Research Council of Canada (NSERC)



## Leading Transformations: Indigenous Economic Development Corporations and the Post-Covid Recovery

Date of Publication: December 15, 2022

Sponsor/Partners: University of Saskatchewan and Social Sciences and Humanities Research Council (SSHRC)

# Public Policy Team Highlights



Throughout 2022, the Public Policy team continued to focus on three key priorities: increasing access to government procurement for Indigenous businesses, supporting access to markets for Indigenous businesses by facilitating Indigenous export missions and participating in trade discussions, and enhancing financial supports to drive Indigenous business growth.

We worked on several initiatives to support Indigenous prosperity and well-being by assisting government policy development and program design, while working to facilitate the devolution of these opportunities to Indigenous entities where possible.

## What We Do

The Public Policy team develops and lead activities designed to shape government decision making and support Indigenous businesses, that include:

- Leading collaborative projects resulting in impactful policy recommendations.
- Advocacy activities to influence government policy development and program design.
- Developing programmatic offerings to build the organization's 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 2022, the Public Policy team is pleased to share that we have completed the following projects and initiatives:

- Organized and conducted a trade mission in January to connect Indigenous businesses and organizations in Canada with those in the United States.
- Participated in Global Affairs Canada's Indigenous Working Group on Trade to monitor and inform the Government of Canada's free trade negotiations.
- CCAB's President & CEO, Tabatha Bull, sat on the Indo-Pacific Advisory Committee to push for substantive Indigenous inclusion in the framework, resulting in the following statements on Indigenous peoples in Canada's announcement:

“ Support the economic empowerment of Indigenous Peoples through the implementation of the Indigenous Peoples Economic and Trade Cooperation Arrangement (IPETCA) in cooperation with existing partners—Australia, New Zealand and Taiwan—and Indigenous Peoples from those participating economies.”

“ Indigenous Peoples from across Canada have established ties with Indigenous communities and organizations across the Indo-Pacific on issues as diverse as trade, oceans protections and Indigenous rights. Canada will support Indigenous leaders as they grow and deepen networks in the region across many areas of collaboration.”

“ Pursue the path of reconciliation with First Nations, Inuit and Métis Peoples through enhanced Indigenous exchanges with regional partners, such as Australia, New Zealand and Taiwan; support education and skills development for Indigenous youth; continue the implementation of the IPETCA; and support the implementation of the UN Declaration on the Rights of Indigenous Peoples.”

- Delivered speeches and presentations to government officials to support Indigenous procurement, supply chains, economic recovery, and highlight barriers to Indigenous economic development through appearances at the House of Commons' Standing Committee on Government Operations and Estimates and the Standing Committee on Indigenous and Northern Affairs.
- Secured Memorandums of Understanding with various international Indigenous organizations including: IgNITE, ONABEN, Te Taumata, and NCAID to collaborate on trade policy-related efforts.
- Monitored discussions involving the Organization for Economic Cooperation and Development (OECD) and various other multilateral economic fora.
- Developed the following reports and briefs to support Indigenous procurement and access to markets:
  - Indigenous Export Pilot Initiative Final Report
  - Reaching 5%: Impacts and Recommendations of Implementing the Target
  - Reaching 5%: Improving Federal Subcontracting for Indigenous Businesses
  - Reaching 5%: ISC Impacts of Procurement Brief
  - Trade Policy Report

## Research and Public Policy in 2022: By The Numbers

In 2022 we had undertaken:

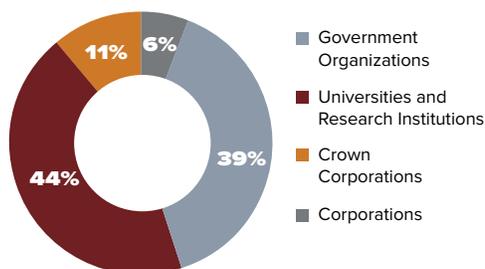
**6** Launches, conferences, roundtables and panels

**7** Published reports

**9** Completed projects

**9** Ongoing projects, and

**18** Research partners:



### Expanding our Reach

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



**95** In-depth interview participants

**13** Case study participants

**4** International engagements



## MARKETING & COMMUNICATIONS

Through the magazine, e-newsletter, social media and media interviews we have raised and amplified the voice of the Indigenous economy and connected our members. ▶



In 2022, the *Aboriginal Business Report* magazine featured stories on all topics related to Indigenous construction and trades, the new Indigenous reality show, Bears' Lair, and the partnerships in the energy sector, including the annual Indigenous Business Directory.

The *Aboriginal Business Report* magazine continues to focus on critical areas of development and covers business topics relevant to the Indigenous economy in Canada. Named the number one Indigenous business magazine, the *Aboriginal Business Report*, 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, there is a focus on a critical area of development.

[The magazine is available in both print and digital versions.](#)



## E-News & Opportunities

Using our CCAB e-news as a vehicle to drive our message and that of our members, this helps to facilitate opportunities and business relationships. The bi-weekly newsletter has a distribution to over 9,000 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.

## Speaking Engagements

In 2022, the CCAB team continued to build on our reputation as the leading authority on the Indigenous economy. Virtual speaking engagement and media interviews allowed for a wider reach across the country.

[Here are some Speaking Engagements highlights.](#)



▲ Global Citizen Award Gala

Forward Summit ▶



◀ Collision Conference

## Getting the Word Out

From January 2022 - December 2022, CCAB earned a total of 2452 media hits with a total reach of over 2 billion hits. The advertising equivalency rate of the coverage is over \$21 million.

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 engagement throughout the year totaled 120,108 across all social media platforms. LinkedIn is the platform that had the highest engagement total of the year, with a total of 21,061. Our online community continues to grow on all platforms.

### Facebook – # of followers

6,229 January 2022  7,131 December 2022 | 15% increase in followers

### Twitter – # of followers

5,328 January 2022  6,472 December 2022 | 21% increase in followers

### LinkedIn – # of followers

12,444 January 2022  21,061 December 2022 | 70% increase in followers

### Instagram – # of followers

1,071 January 2022  1,849 December 2022 | 72% increase in followers



# FINANCIALS

# 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, 2022 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, 2022. We expressed an unmodified audit opinion in our report dated May 12, 2023.

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.

*Segal GCSE LLP*

Segal GCSE LLP  
Chartered Professional Accountants  
Licensed Public Accountants

Toronto, Canada  
May 12, 2023

## Summary Statement of Financial Position

<b>As at December 31</b>	<b>2022</b>	<b>2021</b>
<b>Assets</b>		
Current		
Cash and cash equivalents	\$ 4,001,190	\$ 3,893,269
Accounts receivable	253,916	146,407
Government remittances recoverable	151,858	32,767
Prepaid and deferred expenses	85,787	93,053
	<u>4,492,751</u>	<u>4,165,496</u>
Property and equipment	86,113	83,557
Intangible assets	64,661	58,281
	<u>\$ 4,643,525</u>	<u>\$ 4,307,334</u>
<b>Liabilities</b>		
Current		
Accounts payable and accrued liabilities	\$ 512,501	\$ 398,653
Deferred revenue	912,884	1,351,200
Deferred contributions	1,207,412	726,955
	<u>2,632,797</u>	<u>2,476,808</u>
Net assets	<u>2,010,728</u>	<u>1,830,526</u>
	<u>\$ 4,643,525</u>	<u>\$ 4,307,334</u>

## Summary Statement of Operations and Changes in Net Assets

<b>For the Year Ended December 31</b>	<b>2022</b>	<b>2021</b>
<b>Revenue</b>		
Membership fees and donations	\$ 2,572,570	\$ 2,209,378
Program funding	794,235	485,228
Fundraising events	740,150	535,728
Canada Digital Adoption Program	621,353	0
Research projects	508,153	606,609
Tides Foundation (Google) grant	366,930	0
Public policy projects	205,719	165,682
Other income	90,666	92,079
Facebook grant	0	148,334
Government assistance	0	86,594
	<u>\$ 5,899,776</u>	<u>\$ 4,329,632</u>
<b>Expenses</b>	<u>5,719,574</u>	<u>3,960,204</u>
<b>Excess of revenue over expenses for the year</b>	<b>180,202</b>	369,428
<b>Net assets – beginning of year</b>	<u>1,830,526</u>	<u>1,461,098</u>
<b>Net assets – end of year</b>	<u>\$ 2,010,728</u>	<u>\$ 1,830,526</u>

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.

Canadian Council for  
**ABORIGINAL  
BUSINESS**



**Canadian Council for Aboriginal Business**  
2 Berkeley Street, Suite 202  
Toronto, ON M5A 4J5  
Telephone: 416-961-8663  
Fax: 416-961-3995

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