Canada Business

RED GEALC Workshop

March 6, 2006
Agenda

• Canada Business
  • Mandate
  • History
  • Structure

• Expanding our Reach - Content Syndication
Mandate

... to serve as the primary source of timely and accurate business related information and referrals on federal & provincial programs, services and regulations, without charge in all regions of the country.

• Improve the start-up, survival and growth rates of SMEs

• Reduce the complexity of dealing with various levels of government

• Enable clients to make well-informed business decisions

• Encourage business success through sound business planning, market research and use of strategic information
The Small Business Client

- Small business relates to all orders of government and many departments and agencies
  - multiple regulatory roles (permits, licences, taxes, registrations); some regular (remittances), some related to life-cycle of business
  - many programs and services targeted to sectors, life-cycle and other lens (women, young, rural, Aboriginal)

- Small business wants answers specific to a business context
  - tailored to size of business, legal status, phase of development
  - tailored to market, sector, location

- Small business has high service expectations from government
  - comprehensive - want all relevant information
  - too much information is frustrating - limits to “self-serve patience”
Canadian SME Facts
(Source: Industry Canada Small Business Quarterly, August 2005, p.4)

- According to Statistics Canada's *Business Register*, there were slightly more than 2,377,000 business establishments\(^1\) in Canada in December 2004, an increase of 3.0 percent from December 2003. Over this period, the number of businesses in the indeterminate category (businesses without employees)\(^2\) increased by around 75,000 or 5.3 percent. At the same time, the number of employer businesses (businesses with employees) increased by approximately 5,720 or 0.5 percent.

- In December 2004, small businesses (those with fewer than 100 employees) accounted for almost 98 percent of employer establishments. Of these, micro businesses (fewer than 5 employees) make up the bulk at 56.6 percent. Medium-sized enterprises (100–499 employees) represented 2.1 percent, while large firms (500 employees or more) accounted for only 0.3 percent. These proportions are essentially the same as in December 2002 and 2003.

- As of December 2004, most business establishments were located in Ontario (36.7 percent) and Quebec (22.0 percent). The four western provinces accounted for 35.2 percent and the four Atlantic provinces for 5.8 percent. This geographic distribution

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1 For an individual business establishment to be included in Statistics Canada's *Business Register*, the company to which it belongs must meet one of the following criteria: have at least one paid employee (with payroll deductions remitted to the Canada Revenue Agency), have annual sales revenues of $30,000, or be incorporated and have filed a federal corporate income tax return at least once in the previous three years. Some business establishments can belong to the same company and each company owns at least one business establishment.

2 The indeterminate category consists of incorporated or unincorporated businesses that do not have a Canada Revenue Agency payroll deductions account. The workforce of such businesses may consist of contract workers, family members and/or owners.
Web usage of Canadian Firms

- SMEs say they use the Internet for (based on open-ended question):
  - 45% business information
  - 28% market/sell products
  - 26% e-mail/communication
  - 8% visit to government Web sites
  - 6% online training and learning
  - 6% banking/paying bills
  - 3% administrative tasks
  - 2% everything
  - 2% inventory/ordering supplies
  - 2% sending/transferring files/forms
  - 2% Web site
  - 12% other

Source: Statistics Canada, Survey of Electronic Commerce and Technology (SECT), 2004
Canada Business - An Emerging Organization

- Launched in 1994
- 13 centres, one in every province and territory
  - toll-free telephone, e-mail and in-person assistance
  - national and regional Web presence with a portfolio of widely-used on-line tutorial products.
- CBSCs are operated through a variety of cost-sharing collaborative arrangements with provinces/territories and not-for-profit organizations
- No single name, or graphical look

- Launched in 2000
- Government of Canada portal’s business audience focus
- 10 "content clusters"
  - managed by a variety of Federal departments
  - links to provincial government services
- Own graphical look and promotional strategy, linked to GoC efforts to promote government-on-line objectives
Canada Business: Description

- **IS** an initiative funded and promoted by the federal government
- **IS NOT** a department or agency of the Canadian federal government
- **IS** a collaborative arrangement with the provinces and territories through the Canada Business network
- **IS NOT** exclusively an Industry Canada program
- **IS** a "storefront" - an honest broker that directs Canadians to other government services
A National Network

- 13 Federal / Provincial / Territorial Canada Business call/service centres and 4 satellite offices
- Network of 435 regional access partner sites (mix of government and private sector organizations)

NB: The number and placement of the regional access partner sites is for illustrative purposes only. They do not reflect actual numbers or cities.
Service Delivery Channels

- CLICK
  - CanadaBusiness.ca

- CALL
  - 1-888-576-4444
  - 1-800-457-8466 (TTY)

- VISIT
  - Canada Business Network
The Canada Business Services

• Canada Business offers a combination of products, services, publications and expert referrals to help clients get current and comprehensive business information on a wide range of topics such as writing a business plan, starting a business, finding new markets and preparing for exporting.

• The complexity of dealing with various levels of government is reduced by providing a single point of contact to a wide range of information on government services, programs and regulations pertaining to business.

• In addition, each centre has an extensive business reference collection of government and non-government information for use by the business client and information officers dedicated to assisting the client. (e.g. Canadian Business Disc; Associations Canada; Market Research Handbook; Trade Shows Worldwide; CBCA Canadian Business & Current Affairs; P-Census; etc.)
Key Canada Business products, available free of charge from Canada Business or on the Web, include:

- Subject Content Partnerships - Clusters
- Interactive Business Planner (IBP)
- Online Small Business Workshop (OSBW)
- ‘How to’ Guides
- Business Information System (BIS)
Service Improvement Priorities

• Enhancement of the online channel through extensive, ongoing client research and engagement (public opinion research, usability design and testing, client satisfaction evaluations)

• Implementation of a unified content management strategy through commonly accepted content management standards and procedures across network partners

• Deployment of content syndication service delivery – a means of distributing one organization’s content through the website or software of another organization

• Alignment and integration of online business tools
Expanding our Reach

Content
Syndication

Services for entrepreneurs
What is Content Syndication?

- It’s the delivery of one organization’s website content through another’s using appropriate distribution methods and formats.
- It’s selecting relevant and current business content for delivery to your clients.
- It’s a cost-effective way to publish and maintain current information on your website.
Why is Content Syndication Important?

- Awareness of GoC Websites is very low

- There is a sense that government possesses vast amounts of information, but it is not very effective at packaging and disseminating it

- 80% of businesses support the concept of a “single window” or “one stop shop”

- 82% of businesses said that it is important to be able to access federal and provincial information on a given subject from the same site

- 75% of businesses said that it is important to have services and information from different departments grouped together on the same site.
What are the Challenges?

- Integrating a variety of components with existing applications and data
- Competing standards and formats
- Meeting the needs of clients with significantly different requirements and capabilities
- Ensuring the solution is nimble enough to adapt to changing needs
- Providing a solution that will scale efficiently as client loads increase
- Monitoring the benefits: on-line visits versus actual time saved
- Reporting subscribers client satisfaction
Value Proposition

**Subscriber**
- Accurate, up-to-date business related content to clients
- Content of their choice
- Client satisfaction enhanced
- Website look, feel and layout remains the same
- Consistent client experience
- Reduced information management costs

**Canada Business**
- Enhance web footprint with wider reach
- Organize services and information around the needs and expectations of clients
- Make information accessible to all, easy to use and organized to meet clients’ service priorities
- Ensure higher quality and comprehensiveness
- Respond to what clients want
- Control content distribution

**Content Syndication = Location, Location, Location**
 Syndicated content - examples:

News

CNN.com

CNN RSS

Subscribe to CNN’s RSS (Really Simple Syndication) feeds to get news delivered directly to your desktop.

To view one of the CNN feeds in your RSS Aggregator:
1. Copy the URL/shortcut that corresponds to the topic that interests you.
2. Paste the URL into your reader.

My Yahoo! users:
1. Click on the “Add to My Yahoo!” button.
2. Follow the instructions for adding the feed to your My Yahoo! page.

Engines

Search

Government

Government of Alberta

Syndicated content – examples:
From radio broadcasting to podcasting....
What information can we provide and how can we deliver it?

- It’s really up to the subscriber both in terms of content and delivery channels (web links, portals, etc...)
- Any information found on the Canada Business Website can be syndicated
Who will want to syndicate our information?

Industry Associations

Other orders of government

Academia

Not-For-Profit Organizations

Business Intermediaries

Chambers of Commerce

Financial Institutions
Our Pilot Partners

Signed Up

• Network for Women Entrepreneurs http://www.cbsc.org/ontario/nwe

• Canadian Manufacturers and Exporters http://www.cme-mec.ca

In negotiation

• Canadian Federation of Independent Business http://www.cfib.ca

Initial Discussions

• Canadian Chamber of Commerce
Managing Syndication Partnerships

- Content Syndication relationships will be managed through an agreement between Canada Business and the subscriber of the syndicated content.

- Canada Business will maintain and deliver the content to the partners website.

- The agreement will outline the subscriber’s responsibilities as such:
  - Content may not be modified or displayed in a manner which could be misleading or deceptive; and
  - Acknowledge Canada Business as the trust-mark and the source of the syndicated content.

Content provided by:

[Logo for Canada Business Syndication]
Syndicated Site = Consistent Client Experience
How is this done you ask?

Government programs and services

Publish information

Aggregation, classification, maintenance

CB database

Integration of government information with partner services

Partner publishes complete package on their website

Daily extract from CB database

Syndication database

XML
Then

Now

And

Welcome

The Network for Women Entrepreneurs (NWE) is a program committed to supporting women entrepreneurs in Ontario.

Women entrepreneurs are a vital force in the growth of the Canadian economy. Increasingly, their ability, their drive and their achievements are creating new opportunities and jobs in all sectors, propelling our economic performance even higher.

Being an entrepreneur has its rewards and challenges. To grow a business to its fullest potential, one must master a number of elements. Planning, financing, marketing, regulations and networking are but a few of those elements.

The Network for Women Entrepreneurs (NWE) provides you with the resources and personal support to succeed. Through its web portal, you will find access to key business information, business counselling and
Syndicated Content to the Network for Women Entrepreneurs (NWE)

Women in Business
- Business Start-Up Guide
- Aboriginal Business
- Business Licences

Introduction
This guide is designed to help you navigate through federal and provincial government programs, services and resources for women entrepreneurs in Ontario.

Subjects covered in this guide
- Introduction
- Regulations
- Financing
- Training and Mentorship Programs
- Taxation
- Associations
- Resources and Web Sites of Interest
Syndicated Content to NWE

Taxation

Dealing with Business

For further information, visit these Web sites:
- Provincial Tax Forms and Filing
- Small Business Tax Help
- CRA Business Tax Web File

Business topics alphabetically:
Select a letter

What's new

New topics are now available on our site: E-commerce and electronic record keeping and Completing slips and summaries.

Topics for businesses
- Payroll
- Goods and services

GST/HST topics alphabetically:
Select a letter
Syndicating Canada Business Search Results

Network for Women Entrepreneurs

Search

We invite you to search a collection of 1000+ documents on federal and provincial programs, services and regulations. You will also find guides on starting specific types of businesses and useful tools to help you along the way.

Do you wish to leave the NWE site and proceed to the COBSC search page?

YES - Proceed to COBSC  NO - Remain on NWE site

Search Summary

Results for: "business startup"
6 documents were found, 6 documents returned.

Documents 1 - 6

1. Starting a Personal Care Home for Seniors
   General information for potential entrepreneurs wishing to start a Personal Care Home for Seniors. Contains various useful Web links.
   Date: 2005/10/19  Size: 47K

2. Starting a Bed and Breakfast
   General information for potential entrepreneurs wishing to start a Bed and Breakfast. Contains various useful Web links.
   Date: 2005/10/18  Size: 40K
By syndicating search results this is what you get!

Syndicated search = subscriber site with our results

Point of origin

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   Date: 2005/10/19   Size: 40K

3. Starting a Beauty Salon/Barber Shop/Esthetics/Tanning
   General information for potential entrepreneurs wishing to start a beauty, esthetics or tanning salon, or a barber shop. Contains various useful Web links.
   Date: 2005/11/08   Size: 45K

4. Starting an Early Childhood Centre
   General information for potential entrepreneurs wishing to start an early childhood centre. Contains various useful Web links.
   Date: 2005/10/19   Size: 41K
Syndicating Canada Business On-Line Products

Key Resources
- E-Forms and E-Services
- Statistics and Analysis
- Small Business Research / Policy

Business Answers
- Popular Business Topics
- Business Information Guides
- Government Programs and Services
- Selling to Government

Business Toolbox
- Interactive Business Planner
- Online Small Business Workshop

Business Start Up
- Start-up Steps, Market Research, Business Planning, Structures, Registration

Tax
- GST, Payroll Deductions, Corporate Income Tax

Sector Information
- Industrial Categories, Events, Company Directories

Regulations
- Selected federal regulations for business

Financing
- Private Sector Assistance, Microcredit, Government Assistance

Human Resources for Employers

Exporting
- Preparing to Export from Canada, Marketing Abroad, Financing

Importing
- Preparing to Import into Canada, Identifying Suppliers, Regulations
Syndication

Starting a Business
- Women in Business
- Business Start-Up Guide
- Aboriginal Business
- Business Licences
- Forms of Business Organization

Workshop

Session 1
- Starting with a Good Idea
- Exploring Business Opportunities
- Forty Concepts for a Small Business
- Evaluating Your Ideas
- Protecting Your Idea

Session 2
- Starting with a Good Idea
- Exploring Business Opportunities
- Forty Concepts for a Small Business
- Evaluating Your Ideas
- Protecting Your Idea

Session 3
- Financing Your Business
- Equity Financing
- Long Term Debt Financing
- Short Term Debt Financing
- Alternative Sources of Financing

Session 4
- Business Regulations for Getting Started
- Incorporation
- Taxes
- Becoming an Employer
- Start Up Checklist

Session 5
- Marketing Basics
- Marketing Primer
- Marketing Your Market
- Sales Forecasting
- Business Promotion Idea List

Session 6
- Setting up an E-business
- The Basics
- Marketing
- Technology
- Regulations

Links
Syndicating *Events Calendar* to our Regional Sites
Thursday, October 20 – CRA: What Business Owners Should Know

This presentation is an overview of the “requirements” Canada Revenue Agency (CRA) has for business owners. Topics covered are: What is a Business Number (BN) and when do you register? What type of return should you file for different program accounts? How long should you keep your records? Is your business required to collect GST? Why might you want to register voluntarily? What credits can you claim if you are registered? Know your responsibilities and start off right with this presentation.

Presented by Canada Revenue Agency
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Presented by: Canada Revenue Agency
Questions - Comments

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