

# Western Economic Diversification Canada

## Government On-Line (GOL): Strengthening Results

— Public Report 2004

### Departmental GOL Strategy Overview Information

#### Government On-Line Vision and Strategy

Western Economic Diversification Canada's (WD) Government On-Line (GOL) vision is to provide products and services to Western Canadians through all service delivery channels: in person, correspondence, fax, telephone, and the Internet. The on-line products and services will complement, not replace, existing methods of interacting with external clients. On-line services will be developed where it responds to client demand and is deemed cost-effective.

WD's GOL initiative is integrated into departmental programming and policy considerations. On-line products have been developed in support of the modified WD strategic outcome areas: Policy, Advocacy & Coordination; Sustainable Communities; and Entrepreneurship & Innovation. On-line business tools, workshop presentations and interactive guides are available to aid entrepreneurs. On-line submission guidelines are provided to enable access to business development programs. Both GOL services continue to be in alignment with the revised strategy.

Across all three strategic directions, WD uses partnerships with other levels of government, the private sector, universities, and communities to maximize the investment in Western Canada's most valuable resources - the talents, energies and ideas of its people. The goal of ensuring all Western Canadians including Aboriginals, youth, women, and residents of remote and northern communities have an opportunity to participate in and contribute to, the economic success of the region and our country, underlies all of our activities.

The opportunity to service citizens through WD programs is enhanced by the ongoing development of transactional services and the improved information sharing services on the WD public website. Government On-line objectives are achieved by moving the activities from a separate unit into mainstream decision-making. This ensures that as programs and services are evolved or new ones are developed, consideration regarding on-line delivery will naturally be included in the process. Accordingly, WD maintains its GOL activities as follows:

- Grants and Contributions Funding Service – includes all programs delivered by the department that were reflected in 2003.
- Information Sharing and Exchange Service - includes information particular to economic development within western Canada that has been developed

by WD, often in partnership with other research organizations or industry associations.

Both services can be found at <http://www.wd-deo.gc.ca>.

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## GOL Services Reporting

### Grants and Contributions Funding Service

WD Grants and Contributions (G&C) funds are distributed within a revised framework of three strategic outcome areas: Policy, Advocacy & Coordination; Sustainable Communities; and Entrepreneurship & Innovation. WD manages six G&C programs, each governed by a separate set of Terms and Conditions, and respective results-based management documents. WD's current programs and services include:

English	French
Western Economic Diversification Program (WDP)	Programme de diversification de l'économie de l'Ouest (PDEO)
Innovation and Community Investment Program (ICIP)	Programme d'investissement dans l'innovation et les communautés (PIIC)
Loan Investment Fund Program (LIFP)	Programme de prêts et d'investissement de DEO (PPI)
Service Delivery Network Program (SDNP)	Programme du réseau de prestation de services
Women's Enterprise Initiative (WEI)	Initiative pour les femmes entrepreneurs (IFE)
Community Futures Program (CFP)	Programme de développement des collectivités

WD also delivers four national programs (referred to as non-core programs) for Western Canadians on behalf of other federal departments such as: Softwood Industry Community Economic Adjustment Initiative (SICEAI) for Industry Canada and; Infrastructure Canada Fund (ICF), Municipal-Rural Infrastructure Fund (MRIF) and, Canada Strategic Infrastructure Fund (CSIF) for Infrastructure Canada.

A new sub-component added to this year's GOL annual report is the "WD Partner Reporting and Performance Measurement System (RPM)". WD recently initiated

a plan to proceed with an on-line system to gather financial and operational statistics from the Western Canada Business Service Network (WCBSN) partners, specifically including the Women's Enterprise Initiative (WEI), Community Futures Development Corporations (CFDCs), and the Francophone Economic Development Organizations (FEDOs). The service will support both improved decision-making and enhanced reporting for the Departmental Performance Report (DPR), House Book Updates, Briefing Notes and periodic reports to regions, partners and others. As well, WD is further demonstrating transparency and accountability to citizens with proactive disclosure on the public website of its Grants and Contributions projects.

The WD GOL initiative is on target with its plans, especially with implementation of the RPM solution in support of service improvement and the proactive disclosure of Grants and Contributions demonstrating value to Canadians.

WD is currently planning an additional access point to its services using the Canada site gateway called Canadian Business. This gateway expects to serve primary clusters of Economy, Business Startup and Doing Business with Canada. The secondary clusters associated with WD's services include Aboriginal Peoples; Culture, Heritage, and Recreation; Financial Benefits; Persons with Disability; Rural and Remote Services; Science and Technology; E-Business; Exporting/Importing; Financing; Human Resources Management; Innovation/R&D/Technology; Regulations; Selling to Government/Tenders. There are also potential clusters such as Youth; Environment, Natural Resources, Fisheries and Agriculture; and Business Statistics and Analysis, which could benefit from this service.

Additional opportunities for service transformation are being determined and planned with primary focus on internal processes and gaining alignment across regions. As we progress through 2005, WD anticipates interoperability in terms of sharing timely information and being able to facilitate transactions more efficiently between regions, partners and clients. For example, we expect a common project assessment tool will provide business intelligence in the review and assessment of similar applications across regions, enabling consistent decisions to be made.

### **Information Sharing and Exchange Service**

WD brings a local perspective to local development issues. This grassroots approach is served by 100 points of service across the west via the Western Canada Business Service Network (WCBSN) [[http://www.wd.gc.ca/pos/default\\_e.asp](http://www.wd.gc.ca/pos/default_e.asp)] including Community Futures Development Corporations (CFDCs), Women's Enterprise Initiatives (WEIs), Francophone Economic Development Organizations (FEDOs), and the Canada Business Services Centres (CBSCs).

WD works to: develop and diversify the western economy; coordinate federal economic development activities; represent western interests in national decision-making; partner with western provinces and cities, private industry, aboriginal peoples, and other stakeholders; and, ensure western businesses have fair access to industrial and regional benefits associated with major projects. Information Services include four areas: Media Centre, E-Centre for Research Excellence, E-Tools and Other WD and Partner Website information.

Progressive efforts to refocus the website [<http://www.wd-deo.gc.ca>] to be more client-centric has been underway this year with the WD Web Revitalization project. A public survey and focus groups meetings were conducted this year, to determine the most effective means of meeting expectations of citizens through improved content management and website navigation. Planning is now underway to implement recommendations.

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Opportunities for service transformation are in the process of being determined with primary focus on internal processes to gain alignment across regions. As we progress through 2005, WD anticipates interoperability in terms of sharing timely information and being able to facilitate information exchange more efficiently between regions, partners and clients. For example, we expect a common project assessment tool will provide business intelligence in the review and assessment of similar applications across regions, enabling consistent decisions to be made. In addition, significant consultation and collaboration occurs with other Regional Development Agencies and other public sector jurisdictions.

## **Client Benefits, Satisfaction, Awareness and Take up of On line Services**

### **Grants and Contributions Transactional Service and Information Sharing and Exchange Service**

Citizens will benefit in a number of ways from provision of both WD GOL services. The benefits include: easier access and availability; time savings in service response; better information leading to increased education, skills, and professional development opportunities; better information leading to increased business opportunities. WD's flexibility in the types of projects it funds can make it difficult to convey the purpose of a particular program. Fact sheets, project highlights and news releases on projects supported by G&C funds assist the public in better understanding the purpose, expected outcomes and funding recipients.

Survey results for this reporting period indicate client satisfaction, where 54.7% of respondents indicated "satisfied" or "very satisfied" with the website.