

## To obtain the full Report:

Performance Reports are public overviews of departmental accomplishments. Each department of the Government of Canada must submit a report annually. They are tabled in Parliament by the President of the Treasury Board on behalf of the ministers who preside over these organizations.

To obtain a copy of the **Atlantic Canada Opportunities Agency Performance Report for the Period ending March 31, 2000**, please call Communications Branch, ACOA Head Office at 1-800-561-7862 or write:

**Atlantic Canada Opportunities Agency**  
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Head Office  
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Moncton, New Brunswick  
E1C 9J8

Also available on our website at

<http://www.acoa-apeca.gc.ca>

## A Commitment to Sustainable Development

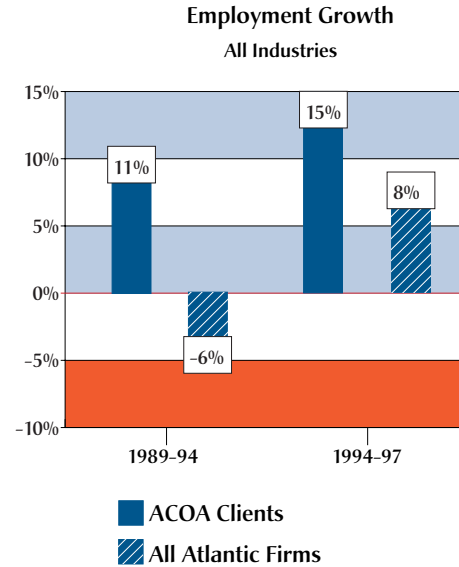
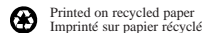
At ACOA we believe that a healthy environment is essential to the development of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by setting an example in the environmental management of ACOA's own operations, by promoting sustainable businesses in the Atlantic region, and by advancing the environmental industry sector in Atlantic Canada.



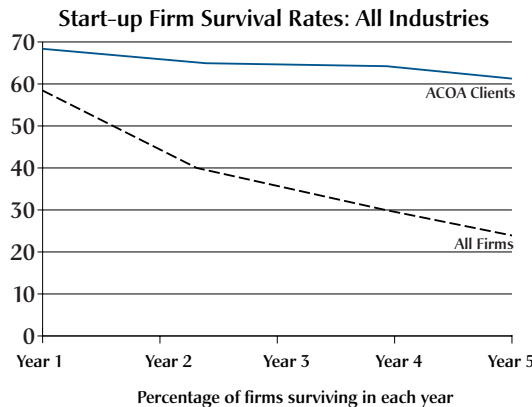
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Employment generated by ACOA-assisted firms is a good indication of the Agency's impact on the growth of economic activity in the region.



After five years, the survival rate for ACOA-assisted companies is two and a half times higher than for firms overall.

## Key ACOA Commitments

ACOA had three broad goals in fiscal year 1999-2000:

- improved growth and competitiveness of Atlantic SMEs;
- increased economic opportunities for rural Atlantic Canada;
- greater economic activity through national policies sensitive to the needs of the region.

The achievement of these three broad goals was pursued through ACOA's six strategic priorities:

- policy, advocacy and coordination;
- innovation;
- trade, tourism and investment;
- entrepreneurship and business skills development;
- community economic development;
- access to capital and information.

## Partners

ACOA's approach is based on the partnerships it has forged with the business community (SMEs and business associations), the provincial governments, other federal departments and agencies, educational and research institutions, municipalities and community-based economic development organizations.

# Highlights of the ACOA Performance Report

For the period ending  
March 31, 2000



# Atlantic Canada Opportunities Agency Performance Report

In 1999-2000, ACOA marked its thirteenth year of working in cooperation with Atlantic Canadians to increase economic development opportunities for the region. With ACOA support, more small businesses have created jobs, more SMEs are exporting and rural clients have easier access to capital and business information.

ACOA's Departmental Performance Report — which summarizes the Agency's most important accomplishments achieved against the performance expectations set out in the department's Report on Plans and Priorities for 1999-2000 — plays an important role in demonstrating ACOA's accountability to Parliament and the taxpayers of Canada.

This brochure contains highlights only. For further information on how to obtain copies of the full report, please see the back panel.

## ACOA Key Performance Results 1999-2000

<b>Key Commitment #1:</b> Improved growth and competitiveness of Atlantic SMEs	
Targets	Results
• Assist 1,000 SMEs to create jobs	✓ <b>Target Achieved</b>
• Increase the number of students/youth involved in venturing programs to 1,200 per year by 2000-2001	✓ <b>Target on Track</b> 1,100 youths assisted in 1999-2000
• 750 new businesses and ensuing jobs for young entrepreneurs over the period 1997-2000	✓ <b>Target Exceeded</b> Over 900 new businesses assisted over 1997-2000;
• 15 new Canadian Foundation for Innovation projects	✓ <b>Target Exceeded</b> Over 20 new projects to support research in universities
• \$10 of economic impact for every \$1 spent on Atlantic Canada Tourism Partnership marketing campaign	✓ <b>Target Almost Met</b> \$9.40 economic returns for the region for every \$1 spent in marketing
• Annual goal of 80 SMEs as successful first-time entrants into the international market	✓ <b>Target Achieved</b>

<b>Key Commitment #2:</b> Economic opportunities for rural Atlantic Canada through Community Economic Development	
Targets	Results
• Communities' self-development and alternative employment in areas affected by the closure of the Atlantic groundfish fishery	✓ <b>Target Achieved</b> New fisheries adjustment initiative(CFAR) - In NF, \$19.2M in projects - In NS, \$11.2M in projects - 400% increase in 1995 - 1999 in NF aquaculture industry a focus of ACOA support
• Maintain a high level of client satisfaction at the Canada Business Service Centres (CBSC)	✓ <b>Target Achieved</b> Client satisfaction remains above 87% despite an 85% increase in the number of enquiries
• Increase access to CBSC information	✓ <b>Target Achieved</b> Presence on internet established. Service delivery partnership with Community Business Development Corporations (CBDCs) in place
• 3,000 loans by Community Business Development Corporations over the 1997 to 2000 period	✓ <b>Target Exceeded</b> 4,050 loans over target period

<b>Key Commitment #3:</b> Greater economic activity in Atlantic Canada through national policies sensitive to the needs of the region	
Targets	Results
• Promote greater understanding of the economic challenges and opportunities facing the region	✓ <b>Target Achieved</b> Input into the federal government's \$700 million Atlantic Investment Partnership (AIP)
• Build Atlantic business development opportunities into procurement strategies	✓ <b>Target Achieved</b> \$165M in industrial and regional benefits
• Coordination of economic development activities.	✓ <b>Target Achieved</b> The Prime Minister, the Minister of International Trade, and the Atlantic Premiers participated with over 40 Atlantic exporters in Team Atlantic 2000 mission to the US