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**YUKON GOVERNMENT DELIVERS ON COMMITMENT TO SUPPORT
NORTH YUKON BUSINESS**

WHITEHORSE – The Yukon government’s Department of Economic Development recently started a nine-month program to provide businesses support services in the three northern Yukon communities of Old Crow, Mayo and Dawson City.

The program is the result of a commitment made last year after the North Yukon Economic Partnership Agreement was signed by the Government of Yukon and three northern First Nations. The Department of Economic Development subsequently undertook an assessment of business support needs for those communities.

“Our mission is to be able to assist both new and experienced entrepreneurs with business planning, business development, marketing strategies, sales planning and related work,” Economic Development Minister Jim Kenyon said.

“Discussions with key community members and observations within the communities indicate an appetite for entrepreneurial activity,” Kenyon said. “The idea is to stimulate business development at the grassroots level by providing a better understanding of basic business principles and training on how to start, manage and expand businesses successfully.”

A Whitehorse-based consulting firm, Southern Cross Solutions, has been contracted to deliver the North Yukon Business Advisor program.

An advisor will be traveling to Old Crow, Mayo and Dawson City to give hands-on guidance to both experienced and would-be business operators in the following areas:

- creation and development of new businesses;
- expansion of existing businesses;
- growth and increased profitability; and
- business readiness training for newcomers to business.

The North Yukon Economic Partnership Agreement was signed last summer by Vuntut Gwitchin Chief Joe Linklater, Tr’ondek Hwech’in Chief Darren Taylor, Nacho Nyak Dun Chief Steve Buyck and Economic Development Minister Jim Kenyon. The intent of the agreement is to establish a collaborative approach to economic growth in northern Yukon.

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