

# Results-based Plan Briefing Book 2007/08

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**Ministry of Small Business and  
Entrepreneurship**

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For information, please contact:  
Business Planning and Finance Branch  
Ministry of Small Business and Entrepreneurship

Tel: (416) 325-6421  
Fax: (416) 327-4239

## Table of Contents

	Page
PART I: PUBLISHED RESULTS-BASED PLAN 2007/08	
Ministry Overview	
Ministry Vision and Mandate	2
Priorities and Strategies	2
Delivering on the Ministry's Mandate in 2007/08	3
Ministry Contribution to Key Priorities and Results	5
Ministry Activities	9
Ministry Organization Chart	12
Legislation	13
Agencies, Boards and Commissions	13
MINISTRY FINANCIAL INFORMATION	
Table 1: Ministry Planned Expenditures 2007/08	14
Table 2: Operating and Capital Summary by Vote	15
PART II: 2007/08 DETAILED FINANCIALS	
GLOSSARY	16

**PART I: PUBLISHED RESULTS-BASED PLAN 2007/08****Ministry Overview****Ministry Vision and Mandate**

With its vision of *Jobs and Prosperity for Small and Medium Enterprises (SMEs)*, the mandate of the Ministry of Small Business and Entrepreneurship (MSBE) is to promote the success of SMEs in Ontario and encourage the entrepreneurial spirit and skills that are vital to the future prosperity of the province.

The ministry supports the government's Economic Plan Priority 'Strong People, Strong Economy' by providing leadership in fostering a competitive business climate that advances SME and entrepreneurial success in Ontario.

**Priorities and Strategies**

To achieve its mandate, the ministry will provide a range of services to companies with up to 500 employees. The ministry will:

- Consult with SMEs
- Advise the government on economic issues affecting SMEs and policies to support them
- Provide consulting services and programming to promote the growth of SMEs.

MSBE will deliver its priorities by focusing on three strategies:

- Business Advisory Services
- Entrepreneurship and Youth Programs
- Policy and Outreach.

**Business Advisory Services** focus on:

- Facilitating the creation and expansion of high performance firms
- Providing policy support on economic competitiveness issues
- Assisting with regional economic development projects
- Working on disaster mitigation and relief assistance initiatives.

**Entrepreneurship and Youth Programs** focus on:

- Promoting entrepreneurship through youth programs
- Assisting new entrepreneurs in start-up and early stage growth
- Promoting the use of e-business strategies and new technologies by SMEs.

**Policy and Outreach** focuses on:

- SME policy analysis and research
- Outreach with major SME stakeholders
- Program support for key SME clusters with strategic initiatives, e.g. branding and marketing plans for the wine and microbrewery sectors.
- Support to the Small Business Agency of Ontario (SBAO) to deliver on its mandate including outreach meetings with small business owner-operators in communities throughout the province, forms reduction, procurement and reducing regulatory barriers for SMEs.

### **Delivering on the Ministry's Mandate in 2007/08**

MSBE recognizes the continuing challenges facing SMEs:

- Need to remain competitive
- High value of the Canadian dollar
- Rising production costs
- Increased global competition.

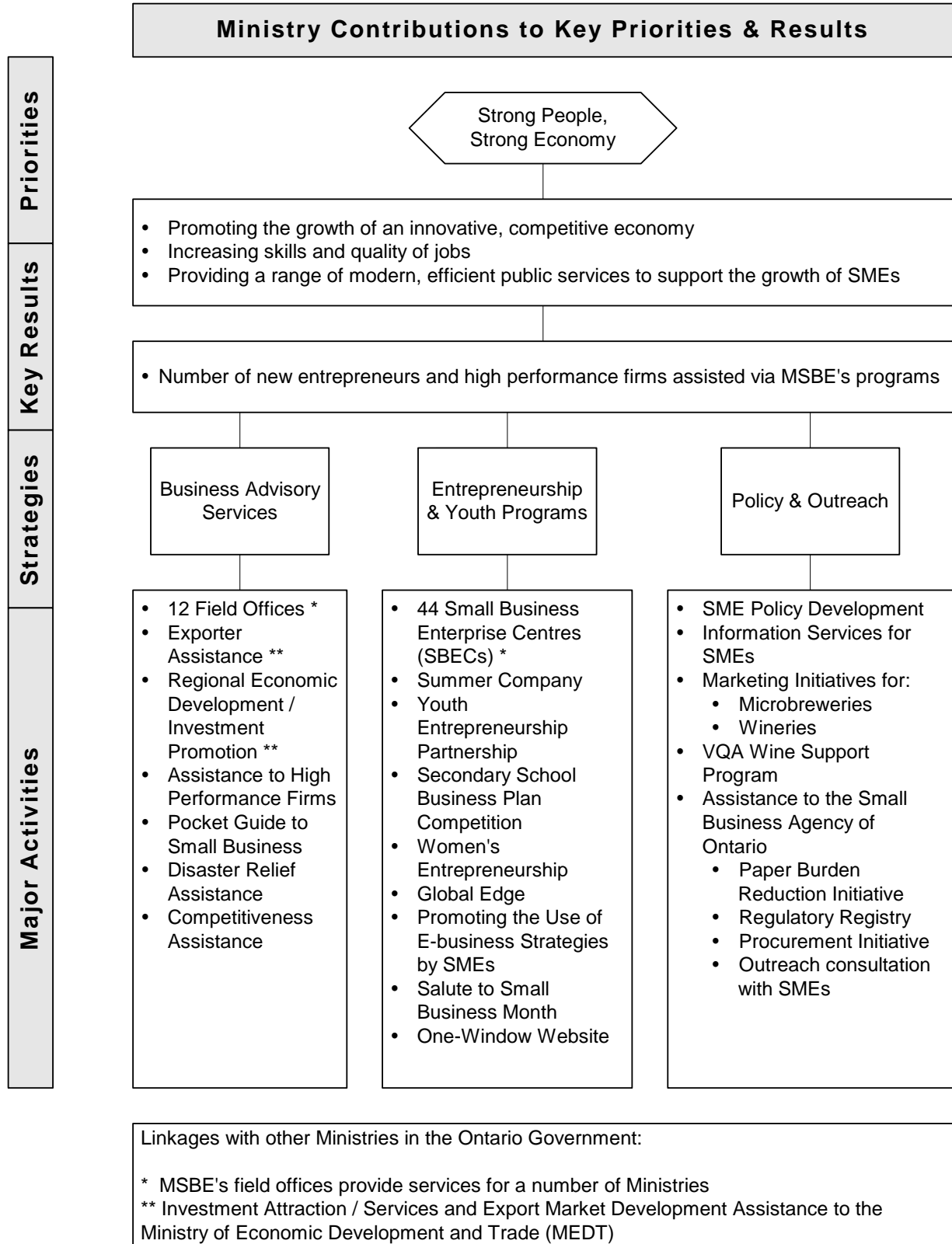
To deliver on the mandate, the ministry focuses on being a champion for SMEs, making their interactions with government easier and supporting their growth through programs and services tailored to their needs.

In 2007/08, MSBE will focus on continuing to deliver key existing programs and introduce several new programs. For example:

- Young Entrepreneurs programs:
  - Summer Company – about 300 students are expected to start and operate their own businesses.
  - Ontario Secondary School Business Plan Competition – close to 500 schools are expected to participate.
  - The new Future Entrepreneurs kit will be made available to 73 boards of education and a number of organizations serving youth.
  - Youth Entrepreneurship Partnership programs designed to promote an entrepreneurial culture among Ontario's youth will be delivered through a wide range of not-for-profit organizations.
- The Wisdom Exchange, a networking and knowledge-sharing forum for Chief Executive Officers (CEOs) and Presidents of leading growth firms, will be refocused from one two-day event to three regional one-day events in order to better serve participants and improve client outreach.
- Global Edge is a pilot program that exposes enterprising post-secondary students to the global marketplace. Delivered in collaboration with successful multinational companies, the program will provide 10-15 post-secondary

students, ages 19-29, with international work placements for up to a four-month period beginning in May 2007.

- Support to Wineries and Microbreweries:
  - The new Vintners Quality Alliance (VQA) Wine Support Program will provide \$10 million in financial assistance over three years to support the continued growth and development of the wine industry, beginning in April 2007.
  - Continue to work with the Wine Council of Canada and the new Wine Secretariat in the ongoing implementation of the five-year Ontario Wine Strategy.
  - Continue to work with the Ontario Craft Brewers to continue implementation of the five-year Ontario Microbrewery Strategy.
  
- Continue to support the Small Business Agency of Ontario (SBAO) through:
  - *Outreach Meetings* – Four regional meetings will be scheduled with the small business owner-operators throughout the province.
  - *The Paper Burden Reduction Initiative* - MSBE is partnering with the SBAO and Ministry of Government Services (MGS) to reduce the number of business forms SMEs are required to complete and make business forms more accessible electronically.
  - *The Regulatory Registry of Ontario* – Provides a convenient source of the Lieutenant Governor in Council (LGIC) regulations that may affect SMEs. Acts as a vehicle for SMEs to provide comments on new regulatory proposals.
  - *The Procurement Initiative* – MSBE is working with SBAO and the Ministry of Government Services (MGS) to improve the ability of SMEs to sell products and services to the government.
  
- Continue to provide consulting services to small businesses in the start-up and early growth stages by:
  - Working with our network of 44 Small Business Enterprise Centres (SBECs).
  - Opening up to three new SBEC offices.
  - Maintaining a high level of consultations, seminars, workshops and outreach activities.
  
- MSBE is providing \$2.2 million to the Canadian Youth Business Foundation (CYBF), an organization that helps provide start-up mentoring, financing and business resources to young Canadians, ages 18 to 34, to create their own successful businesses.



## Ministry Contribution to Key Priorities & Results

The ministry's strategies and programs support the government's priority of a 'Strong People, Strong Economy' by:

- Promoting the growth of an innovative, competitive economy
- Increasing skills and the quality of jobs
- Providing a range of modern, efficient public services to support the growth of business at every stage, from start-ups to mature companies.

The ministry results are measured by tracking:

- Number of new entrepreneurs and high performance firms assisted by MSBE's programs.

In order to deliver on results, the ministry has a number of programs and services within the framework of three key strategies:

- Business Advisory Services
- Entrepreneurship and Youth Programs
- Policy and Outreach

Through the **Business Advisory Services Strategy**, the ministry's results included:

- Consulting with more than 2,000 high performing businesses.
- Supporting 35 SMEs to realize \$44 million in first order sales revenue from export opportunities.
- Managing a Business Assistance Program that helped more than 150 companies in the Caledonia area recover from the blockades in the spring 2006 and provided a further \$600,000 to the County of Haldimand for business marketing and investment attraction.
- Organizing a number of events, including:
  - The Wisdom Exchange for more than 100 Presidents and CEOs of leading growth companies.
  - Eleven Energy Workshops with more than 220 participants to inform manufacturing companies about immediate action to cut energy costs, and how to achieve greater, long-term savings.
  - The Canadian Regional Lean Manufacturing Summit, in partnership with the Association for Manufacturing Excellence, Canadian Chapter. Over 860 attended.
  - The Eastern Ontario Automotive Parts Manufacturers Summit to attract new investment to eastern Ontario. About 100 people attended.



- A supplier fair, in partnership with Home Depot. Over 60 companies participated.
- The Pocket Guide to Small Business in Ontario provides information on the profile of Ontario SMEs, regional/export strengths, key growth sectors, financing opportunities and other resource material.
- Organizing the first Young Women Entrepreneurs' Conference with over 250 participants.

Through the **Entrepreneurship and Youth Programs Strategy**, results included:

- The network of 44 Small Business Enterprise Centres (SBECs) supported by MSBE provided/organized:
  - Over 24,000 one-on-one consultations with new and existing entrepreneurs and small businesses
  - Over 1,400 seminars and workshops
  - Over 2,600 outreach events.
- Opening three new SBEC satellite offices to better service small business owners in Waterloo, Rockland and Parry Sound.
- Partnering with the Ministry of Culture to fund 15 projects to deliver business training and support to entrepreneurs in cultural industries.
- Assisting 370 students to start and manage their own businesses, through the Summer Company program. Continuing to develop partnerships that will assist youth in rural or remote areas, as well as distinct groups that are traditionally underserved such as ethnic, language and other groups, and at risk youth.
- Creating a one-stop website as an enhanced resource for SMEs.
- Attracting more than 850 students to participate in the Secondary School Business Plan Competition and compete for cash awards toward future education and career pursuits.
- Providing 14 grants under the newly launched Youth Entrepreneurships Partnerships program to aboriginal groups, educational institutions and other community groups.
- Providing \$1.7 million to the Canadian Youth Business Foundation (CYBF), an organization that helps provide start-up mentoring, financing and business resources to young Canadians, ages 18 – 34, to create their own successful businesses.

- The annual Salute to Small Business Month, including coordinating over 30 'Bridges to Better Business' events.

Through the **Policy and Outreach Strategy**, results included:

- Through the Small Business Agency of Ontario, the ministry supported:
  - The Paper Burden Reduction initiative, which helped to eliminate 180 forms, convert 58 high volume and priority forms to electronic format, upgrade 104 forms to electronically fillable format and add 136 forms to the electronic central forms repository.
  - Consultations to improve SMEs access to government goods and services contracts.
  - The Regulatory Registry, an online system for obtaining business input to LGIC regulatory proposals that may affect them and informing businesses of approved regulations.
  - Outreach meetings to consult with SMEs in Peterborough, Timmins, Stratford, Hamilton and Sault Ste. Marie on issues affecting them.
- Supporting marketing, tourism and promotion initiatives to benefit two small business sectors in Ontario:
  - The five-year, \$5-million Ontario Microbrewery Strategy for craft brewers.
  - The \$10-million Ontario Wine Strategy for wineries.
- Launching Small Business Beat, a quarterly newsletter with articles and information of interest to small businesses.

## Ministry Activities

For the **Business Advisory Services Strategy**, the Ministry's key programs are:

- 12 Field Offices located throughout Ontario provide information and advice to companies, related to exporting, marketing, financing, manufacturing best practices and regulatory compliance.
- Regional Economic Development/Investment Promotion refers to assistance provided to local municipalities on economic development initiatives.
- Assistance to high performance firms provided through the Wisdom Exchange, a peer-to-peer, sponsor-supported network and learning event for Presidents and CEOs, as well as a series of special Leading Growth Firm reports tailored for this audience.
- Provide research, analysis and advice to the government regarding business competitiveness issues.

For the **Entrepreneurship and Youth Programs Strategy**, the Ministry's key programs are:

- 44 Small Business Enterprise Centres (SBECs) are funded and operated through multiple public/private sector partnerships involving municipalities, the federal Canada-Ontario Business Service Centre (COBSC), and local business groups/companies. The SBECs provide advisory services to new and existing small business entrepreneurs and act as an entry point to access other Ontario programs/services.
- Summer Company program provides hands-on business training and mentoring, together with financial support, to help students (ages 15-29) start-up and run their own summer businesses.
- Youth Entrepreneurship Partnership program solicits proposals from youth organizations for activities to promote youth entrepreneurship exposure, exploration and experience.
- Ontario Secondary School Business Plan Competition engages high school students across the province to submit business plans, which are judged by community/business volunteers.

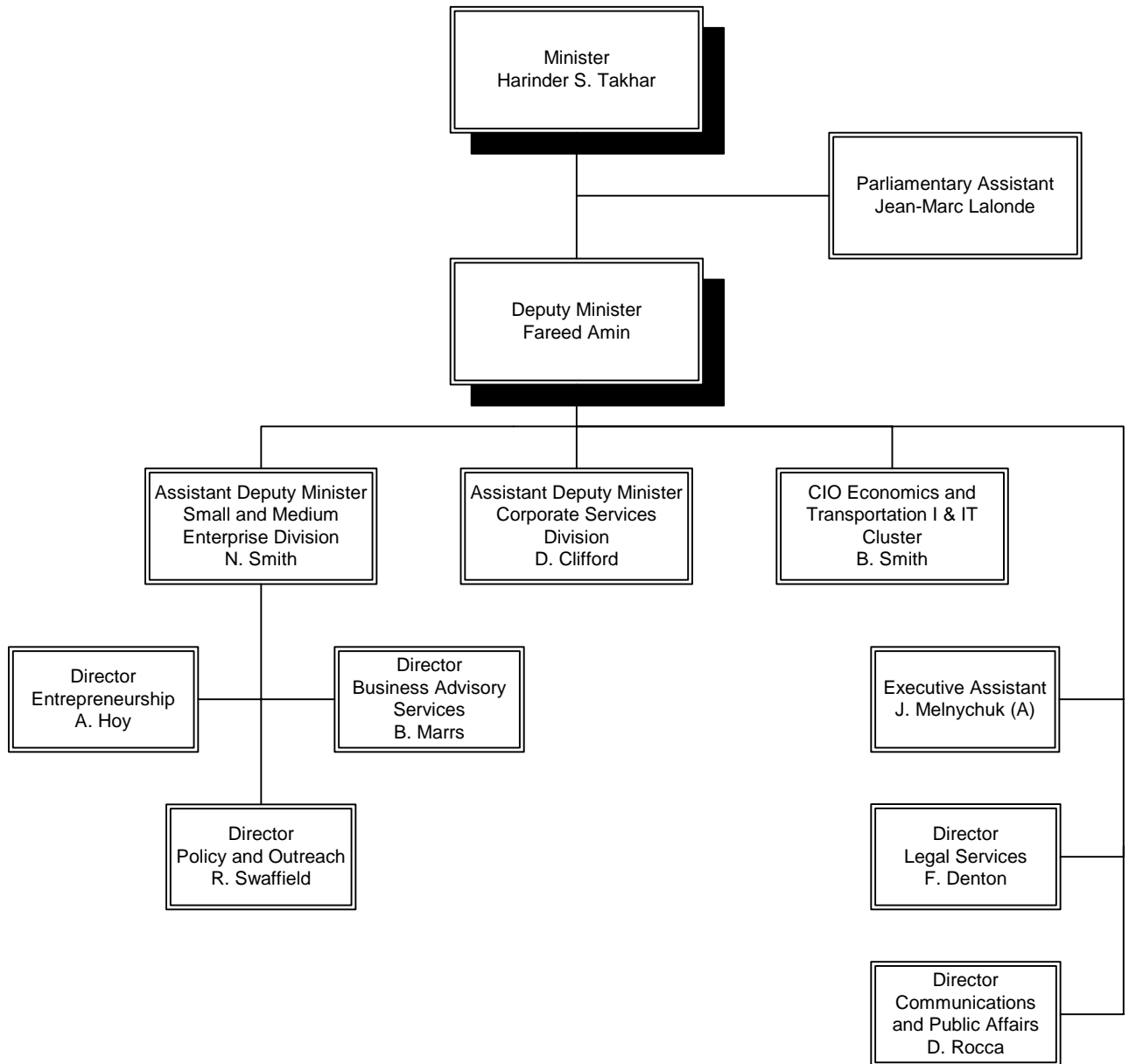
- Women's Entrepreneurship initiatives, such as business advisory services and conferences, support women entrepreneurs in establishing their businesses and promote entrepreneurship as a career option to young women.
- Global Edge is a pilot program that exposes enterprising post-secondary students, aged 19-29 to the global marketplace. The pilot program is delivered in conjunction with successful multinational corporations.
- Promoting the use of e-business strategies by SMEs in order to promote increased competitiveness.
- Salute to Small Business Month is an annual event that includes a number of learning and networking programs known as 'Bridges to Better Business' events.
- The small business website provides a one-stop information resource to ensure that SMEs have the most relevant information on planning, starting and growing a business.

For the **Policy and Outreach Strategy**, key programs are:

- SME Policy Development includes research, stakeholder consultations and policy support to the ministry and the government on policies, programs, legislation and regulations that could influence small business growth and success.
- Marketing initiatives for key SME sectors:
  - The Ontario Microbrewery Strategy: a five-year, \$5 million government-industry marketing and promotion initiative that supports the growth and development of Ontario craft brewers.
  - The Ontario Wine Strategy: a five-year, \$10 million government-industry initiative to enhance marketing, tourism and promotion initiatives to sustain growth and development of Ontario's wine industry.
- The VQA Wine Support Program: a three-year, \$10 million support program to encourage the sale of Vintners Quality Alliance table wines, containing 100 per cent Ontario-grown grapes, through the Liquor Control Board of Ontario (LCBO) to help them become more competitive.
- The Ministry also provides Assistance to the Small Business Agency of Ontario on special initiatives, including:
  - Paper Burden Reduction initiative is a cooperative effort with MSBE and MGS to reduce the number of forms small businesses are required to complete and improve the ease/efficiency of electronically accessing the required forms.

- The Regulatory Registry is a one-stop website that makes it easier for businesses to provide input on LGIC regulatory proposals and learn about the regulations that may affect them.
- The Procurement Initiative is a cooperative effort with MSBE and the Ministry of Government Services (MGS) to examine ways to improve the ability for SMEs to sell products and services to the government.
- Regular regional outreach consultations with SMEs are held to clarify issues of concern and provide valuable input to government policy-makers.

# Ministry of Small Business and Entrepreneurship 2007-08 Organization Chart



## **LEGISLATION**

No legislation has been assigned to MSBE.

## **AGENCIES, BOARDS AND COMMISSIONS**

### **Advisory Agencies**

#### Small Business Agency of Ontario

The Small Business Agency of Ontario promotes regulatory best practices, streamlines paperwork and ensures that small business interests are part of the government's decision-making process. Through regular regional outreach and special projects on issues of interest to small and medium enterprises (SMEs), the Agency will work with Ontario ministries and agencies, small business owner-operators and other SME stakeholders in all sectors and regions of the province to identify and ease costly and time-consuming regulatory and paper burdens on SMEs.

**MINISTRY FINANCIAL INFORMATION****Table 1: Ministry Planned Expenditures 2007/08**

	<b>Ministry Planned Expenditures (\$M)</b>
<b>Operating</b>	<b>26.4</b>
<b>Capital</b>	<b>-</b>
<b>TOTAL</b>	<b>26.4</b>



**MINISTRY OF SMALL BUSINESS AND ENTREPRENEURSHIP**
**Table 2: Operating and Capital Summary by Vote**

The Ministry champions the small business community and enables the development of small and medium enterprise (SME) firms along a continuum of growth to long-term economic prosperity, from the start-up entrepreneur to the innovative, growth-oriented company. Working in partnership with private sector stakeholders and all levels of government, the Ministry focuses on activities which support a prosperous and competitive economy by: providing policy and research support services to the Ontario government; providing information, advice and services to Ontario growth firms, communities, business networks, Aboriginal people and other regional development stakeholders; promoting and encouraging entrepreneurship as a viable career option and assisting new entrepreneurs in the evaluation and process of start-up; promoting entrepreneurial skills, qualities and opportunities to Ontario's youth; promoting the adoption of e-business and new technologies by SMEs; and expanding broadband regional access.

Votes/Programs	Estimates 2007-08 \$	Change from Estimates 2006-07		2006-07 *		Actuals 2005/06 \$
		\$	%	Estimates \$	Interim Actuals \$	
<b>OPERATING AND CAPITAL</b>						
Small Business and Entrepreneurship Program	26,346,900	3,557,100	16%	22,789,800	24,813,709	26,299,637
<b>Total Including Special Warrants</b>	<b>26,346,900</b>	<b>3,557,100</b>	<b>16%</b>	<b>22,789,800</b>	<b>24,813,709</b>	<b>26,299,637</b>
Less: Special Warrants	-	-	-	-	-	-
<b>Total To Be Voted</b>	<b>26,346,900</b>	<b>3,557,100</b>	<b>16%</b>	<b>22,789,800</b>	<b>24,813,709</b>	<b>26,299,637</b>
Special Warrants	-	-	-	-	-	-
Statutory Appropriations	63,699	63,699	-	-	38,953	-
<b>Ministry Total Operating and Capital</b>	<b>26,410,599</b>	<b>3,620,799</b>	<b>16%</b>	<b>22,789,800</b>	<b>24,852,662</b>	<b>26,299,637</b>
<b>OPERATING ASSETS</b>						
Small Business and Entrepreneurship Program	1,000	1,000	-	-	-	-
<b>Total Assets To Be Voted</b>	<b>1,000</b>	<b>1,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

\* Estimates for the previous fiscal year are restated to reflect any changes in ministry organization and/or program structure. Interim actuals reflect the numbers presented in the Ontario Budget.

## GLOSSARY

CYBF	Canadian Youth Business Foundation
COBSC	Canada-Ontario Business Service Centre
CEO	Chief Executive Officer
ICT	Information and Communications Technologies
LCBO	Liquor Control Board of Ontario
LGIC	Lieutenant Governor in Council
MEDT	Ministry of Economic Development and Trade
MGS	Ministry of Government Services
MSBE	Ministry of Small Business and Entrepreneurship
SBAO	Small Business Agency of Ontario
SBEC	Small Business Enterprise Centre
SMEs	Small and Medium Enterprises
VQA	Vintners Quality Alliance