

**Ministry of
Jobs, Economic Development
and Competitiveness**

**2020/21 – 2022/23
SERVICE PLAN**

February 2020



Minister Accountability Statement



The *Ministry of Jobs, Economic Development and Competitiveness 2020/21 - 2022/23 Service Plan* was prepared under my direction in accordance with the *Budget Transparency and Accountability Act*. I am accountable for the basis on which the plan has been prepared.

A handwritten signature in cursive script that reads "Michelle Mungall".

Honourable Michelle Mungall
Minister of Jobs, Economic Development and Competitiveness
February 11, 2020

Minister of State Accountability Statement



I am the Minister of State for Jobs, Economic Development and Competitiveness, and under the *Balanced Budget and Ministerial Accountability Act*, I am accountable for achieving the following results for 2020/21:

- a) promote the 2020 BC Export Awards;
- b) continue to participate in B.C. trade-related events including those organized by the Canadian Manufacturers & Exporters that aim to increase export opportunities for B.C. businesses;
- c) promote the benefits of free trade agreements to help B.C. businesses leverage new opportunities;
- d) continue to support Forestry Innovation Investment Ltd.'s efforts to actively maintain, create and diversify demand for B.C.'s manufactured wood products in key international markets;
- e) continue to work collaboratively with the Minister of Tourism, Arts and Culture to emphasize the importance of B.C.'s tourism industry on international trade missions and when engaging with international delegations, the consular community in B.C. and other trade-related stakeholders;
- f) continue to promote B.C. food and agricultural exports in collaboration with the Minister of Agriculture;
- g) continue to participate in opportunities for expanding exports in the manufacturing sector;
- h) submit to Cabinet a report on the results referred to in paragraphs a) through g) on or before March 31, 2021.

A handwritten signature in cursive script that reads "George Chow".

Honourable George Chow
Minister of State for Jobs, Economic Development and Competitiveness
February 11, 2020

Table of Contents

Minister Accountability Statement	2
Minister of State Accountability Statement	2
Purpose of the Ministry	4
Strategic Direction	4
Performance Planning	6
Resource Summary	12
Appendix A: Agencies, Boards, Commissions and Tribunals.....	13

Purpose of the Ministry

The [Ministry of Jobs, Economic Development and Competitiveness](#) works to make life more affordable for British Columbians by building a strong, sustainable, innovative economy that improves the standard of living for British Columbians.

The Ministry delivers programs and services that encourage business startup and growth, facilitates investment and promotes innovation and adoption of new technologies throughout the province.

The Ministry supports Indigenous peoples, small businesses and communities with economic development activities, the revitalization of traditional industries, economic diversification, job creation, workforce development and access to open markets and export opportunities while protecting the interests of British Columbia in trade negotiations and disputes. The Ministry also facilitates economic immigration to address B.C.'s labour needs and supports newcomers to settle and integrate into the province.

The Ministry has an oversight role for the following Crown corporations: [Forestry Innovation Investment Ltd.](#), the [BC Immigrant Investment Fund](#), [BC Renaissance Capital Fund](#), and [Innovate BC](#).

Strategic Direction

The Government of British Columbia remains focused on its three strategic priorities: making life more affordable, delivering better services and investing in a sustainable economy.

Ministries are actively working to provide quality, cost-effective services to British Columbia families and businesses. From adopting the Gender-Based Analysis Plus (GBA+) lens and Business and Economic Implications Framework to budgeting and policy development, ministries will ensure that equity is reflected in budgets, policies and programs.

Additional key initiatives underpinning lasting prosperity in 2020/21 and beyond are the implementation of:

- A Framework for Improving British Columbians' Standard of Living which will provide the foundation for quality economic growth in our province and a pathway to a more inclusive and prosperous society;
- The *Declaration on the Rights of Indigenous Peoples Act* and the Truth and Reconciliation Commission Calls to Action, demonstrating support for true and lasting reconciliation; and,
- The CleanBC plan, putting B.C. on the path to a cleaner, better future – with a low carbon economy that creates opportunities while protecting our clean air, land and water.

The Economic Forecast Council (EFC) expects B.C.'s real GDP to grow by 2.4 per cent in 2020 and 2.3 per cent in 2021. Meanwhile for Canada, the EFC projects national real GDP growth of 1.7 per cent in 2020 and 1.8 per cent in 2021. As such, B.C.'s economic growth is expected to outperform Canada's in the coming years. Risks to B.C.'s economic outlook include ongoing uncertainty regarding global trade policies and weak global economic activity, as well as lower commodity prices and slower domestic economic growth. Meanwhile, LNG development in the province is expected to have a positive impact on B.C.'s economy.

This 2020/21 Service Plan outlines how the Ministry of Jobs, Economic Development and Competitiveness will support the government's priorities, including selected action items identified in the July 2017 Minister's [Mandate Letter](#). Over the previous fiscal year, the Ministry made progress on these priorities by:

- Leading a government-wide engagement process with the BC Chamber of Commerce and member Chambers across the province with seven regional sessions (Kelowna, Nanaimo, Prince George, Terrace, Fort St. John, Cranbrook and Vancouver).
- Expanding provincially funded settlement services for newcomers, including the development and launch of the Credential Assessment Improvement Fund.
- Committing \$17 million over five years to the establishment of a new Quantum Algorithms Institute as part of an innovation corridor in the City of Surrey and the Fraser Valley.
- Publishing the report *Reconciliation in Action: The Power of First Nation-Industry Partnerships in British Columbia*, in partnership with the Business Council of British Columbia and the Indigenous Business and Investment Council (IBIC). The report highlights success stories and builds on the growing list of mutually beneficial arrangements agreed to between First Nations and industry.
- Expanding the Export Navigator Program to include Indigenous, women and youth and ensuring regional presence to support agrifoods, manufacturing, consumer goods and clean tech.
- Holding 40 Free Trade Agreement outreach sessions in fiscal year 2019/20 with more than 1,300 participants in 26 communities. Of these, five dedicated sessions were delivered to women-led and Indigenous businesses.
- Amending the *Small Business Venture Capital Act* and *Income Tax Act* to modernize the Venture Capital Tax Credit program. Amendments included doubling the amount of investment a small business can raise under the program from \$5 million to \$10 million.

In January 2020, the Honourable Michelle Mungall was appointed as Minister of Jobs, Economic Development and Competitiveness, and a new mandate letter is forthcoming.

The following performance plan outlines how the Ministry of Jobs, Economic Development and Competitiveness will continue to track progress on key mandate letter commitments and other emerging government priorities.

Performance Planning

Goal 1: B.C. businesses are supported to startup, scale up, grow and stay in B.C.

Ensuring supports are in place for entrepreneurs to establish B.C. as a preferred location for business, particularly in new and emerging technologies and sectors.

Objective 1.1: Entrepreneurs across B.C. can access the help they need for a thriving, prosperous business sector

Key Strategies:

- Expand external and internal partnerships to provide small businesses throughout the province with the supports and services they need to grow, innovate and create jobs.
- Continue to assess and implement recommendations of the Small Business Task Force, throughout government, to remove barriers to growth and to strengthen the sector.
- Continue to increase and enhance awareness of the availability of small business tools, programs and resources among business owners, local governments and Indigenous communities.
- Collaborate with federal, provincial and municipal organizations to ensure a coordinated approach to supporting regional programming, innovation and adoption of new technology in traditional industries.

Performance Measure	2018/19 Actual	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
1.1a Total small business venture capital tax credit usage ¹	\$106M	\$86M	\$87M	\$88M	\$89M
1.1b Rural small business venture capital tax credit usage ²	\$10.9M	\$7M	\$7.5M	\$8M	\$8.5M

¹ Data Source: Investment Capital Branch. The 30% tax credit reduces risk to B.C. investors of their investment into eligible B.C. businesses.

² Rural small business usage is a sub-component of the total small business venture capital tax credit usage detailed in 1.1a.

Linking Performance Measure to Objective:

Capital is a critical input in helping businesses scale up. By supporting businesses throughout B.C. to access the capital needed to grow and stay in B.C., the Ministry helps establish the province as a preferred location to do business, encourages job creation and provides a catalyst for sectoral growth. This measure is continued and based on original targets developed in 2017/18. The investment dollars available for venture capital can be influenced by several external market factors. Original targets for performance measure 1.1a are being carried forward. Targets for performance measure 1.1b have been revised downward to reflect recent investment trends and actual tax credit usage. The revised performance measure recognizes that investment is volatile and reflects multiple factors, including the number and quality of investment opportunities available in any given year.

Objective 1.2: Businesses and communities can access international talent to address identified labour needs and support sustainable economic development

Key Strategies:

- Align immigration policies and programs to provincial priorities and community needs.
- Work with the Ministry of Advanced Education, Skills and Training to identify how immigration can best meet the labour market needs of B.C.'s industries and regions.
- Use B.C.'s Provincial Nominee Program (BC PNP) to attract international talent to communities throughout the province, helping B.C. businesses fill regional labour needs and enhance innovation.
- Through B.C.'s PNP Entrepreneur Immigration Regional Pilot, support regional communities to grow their economies and create jobs by attracting international entrepreneurs.
- Employ targeted initiatives to enhance attraction and retention of newcomers in communities throughout B.C.

Performance Measure	2018/19 Actual	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
1.2 Percentage of BC PNP applications processed within service standard commitment:					
Skills applications: 3 months;	69%	80%	80%	80%	80%
Entrepreneur Regional Pilot applications: 4 months. ¹	N/A	80%	80%	80%	80%

¹ Data Source: Internal Ministry of Jobs, Economic Development and Competitiveness tracking

Linking Performance Measure to Objective:

The BC PNP is the province's only direct immigration selection tool to identify and facilitate the arrival of international skilled workers. Expedious processing is critical to success in helping to address labour needs across B.C. with minimal delay. The Entrepreneur Immigration Regional Pilot, launched in March 2019, will see successful applicants moving to and establishing new businesses, and supporting sustainable economic development in smaller centres. Processing times refer to the provincial role in making a decision (approval or refusal) on a BC PNP file at the application stage; 80 per cent is considered a reasonable target for a service standard commitment given there will always be a certain percentage of files that will take longer to process (e.g., incomplete application, complex, delay for interview).

Objective 1.3: British Columbia’s evolving regulatory framework supports effective service delivery, as well as business and economic growth

Key Strategies:

- Maintain the commitment to a zero net increase in regulatory requirements (from the baseline set in 2004) until 2022.
- Continue to use an annual process of bundling small regulatory changes to enhance service delivery and support ongoing maintenance of B.C.’s regulatory framework.
- Continue to support ministries in providing clear and concise information about expected implications of government decisions for businesses and the economy.

Performance Measure	2004 Baseline	2018/19 Actual	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
1.3 Number of regulatory requirements ¹	197, 242	166, 727	0 net increase ²	0 net increase	0 net increase	0 net increase

¹ Data Source: Sector and Regulatory Competitiveness Branch, Ministry of Jobs, Economic Development and Competitiveness.

² From the baseline of regulatory requirements set in 2004.

Linking Performance Measure to Objective:

The regulatory requirements count is a long-standing proxy for the overall regulatory burden in British Columbia. Through the zero net increase commitment, the B.C. government commits to maintaining the overall number of regulatory requirements nested in provincial statutes, regulations, policies and forms below the baseline set in 2004. This commitment encourages ministries to maintain streamlined and current regulatory frameworks, and to avoid creating requirements that stifle the development of businesses of all sizes – especially small businesses.

Goal 2: Encourage trade diversification and facilitate investment opportunities that benefit all British Columbians

Ensuring B.C. is well positioned to take advantage of domestic and international trade development opportunities helps to deliver broad based economic benefit throughout the province.

Objective 2.1: Assist B.C. businesses to take advantage of trade opportunities in existing and new markets, and support communities to attract investment to create resiliency

Key Strategies:

- Lead an ongoing multi-sector program of trade promotion and investment attraction activities to support B.C. exporters and communities in domestic and international markets, working with B.C.’s Trade and Investment Representatives globally.
- Support inbound and outbound missions and events to showcase B.C.’s trade and investment opportunities in priority sectors.

- Ensure businesses that are not yet export-ready are supported to grow into new markets and attract investment into their regions.
- Identify new opportunities to leverage resources through stakeholder engagement with trade and investment partners, including the consular corps, federal and municipal governments, trade associations and other key partners.
- Identify and develop new international business development opportunities and programs that will assist B.C. businesses to enter into or expand in existing or emerging international markets through the International Engagement Framework.
- Defend B.C.'s interests in trade disputes to maximize B.C. businesses' competitiveness; and utilize negotiations to further open markets to support diversification.
- Assist global investors in taking significant projects from idea to completion, and bring proponents, various levels of government and Indigenous communities together to advance investment decisions and lead and coordinate cross-government corporate initiatives.

Performance Measure	2018/19 Actual	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
2.1 Number of trade and investment opportunities supported by the Ministry ¹	850	850	875	975	975

¹ Data Source: Ministry of Jobs, Economic Development and Competitiveness internal performance tracking system

Linking Performance Measure to Objective:

The Ministry has an integrated program of investment attraction and export promotion activities in B.C., and in overseas markets to support growth and diversification in the province. This performance measure was established last year and is monitored by an internal tracking system. The forecast for 2019/20 was determined following a baseline review of 2018/19 data and a commitment to provide services to all regions of the province going forward. Subsequent targets will be dependent on the roll-out of the International Engagement Framework and ongoing client and stakeholder feedback.

Goal 3: Deliver programs in B.C. communities that increase participation in the economy and help raise the standard of living

Delivering programs and offering tools and resources that build capacity and increase participation in emerging economic sectors throughout the province ensures that the benefits of economic growth are enjoyed by all British Columbians.

Objective 3.1: Support B.C. communities and Indigenous peoples to increase participation in established and emerging economic sectors

Key Strategies:

- Engage with communities, Indigenous peoples and stakeholders throughout B.C. to identify resources and investment opportunities suitable for matching with investors and execute focused programs to strategically attract investments targeted to these opportunities.
- Continue to develop a Genuine Progress Indicator system for British Columbia to help measure improvements in the standard of living.

- Coordinate Indigenous economic development activities, including through the Indigenous Economic Development Joint Office with the Ministry of Indigenous Relations and Reconciliation, and secretariat support for the Indigenous Business and Investment Council.
- Continue to develop and deliver tools and resources, including webinars, workshops and toolkits, to support Indigenous and non-Indigenous communities with their economic development efforts.
- In partnership with other ministries, support Indigenous communities and small businesses in accessing economic development opportunities associated with cannabis legalization.
- Continue a comprehensive and consolidated outreach initiative, with particular focus on underrepresented export groups, Small to Medium Enterprises (SMEs) and regional participation to ensure the economic benefits of trade agreements are widespread and well understood throughout B.C.

Performance Measure	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
3.1 Number of economic development related sessions held in regional centres and Indigenous communities. ¹	20	20	20	20

¹ Data Source: Ministry of Jobs, Economic Development and Competitiveness

Linking Performance Measure to Objective:

The Ministry undertakes in-person engagement with communities and businesses around the province to build relationships; raise awareness of and access to government programs; highlight tools and resources that help build economic development capacity; and increase uptake of existing investment opportunities. In-person sessions also help communities, businesses and Indigenous peoples identify contacts within government who can assist them with program access. Ensuring B.C. businesses, communities and Indigenous peoples are receiving the support they need, are satisfied with the services provided by the Ministry and are equipped to address investment enquiries helps increase capacity to take advantage of trade agreements, investment and economic development opportunities and participate in emerging economic sectors. In addition, the Ministry is specifically targeting efforts to grow the competitiveness of B.C. industries by helping to facilitate the adoption of innovation and technology.

A new performance measure for the Ministry, these sessions raise awareness of a broad range of inter-related government programs that can help B.C. communities and businesses build their capacity, access resources and take advantage of existing opportunities. This Performance Measure responds to the feedback the Province received, including from key groups like the Small Business Task Force, that more assistance is needed to successfully access programs and supports.

Ensuring these engagements are coordinated and aligned is a priority for the Ministry as it seeks to enhance the effectiveness and impact of these sessions. The focus is to build the capacity of businesses, communities and Indigenous peoples by providing the right information and resources to the right people through a collaborative and cross-Ministry approach.

In fiscal 2019/20, sessions were held in dozens of communities in all regions of the province on a range of topics including free trade agreements, small business, regional economic development, immigration programs, tech sector and cluster development. Many were delivered in partnership between two or more branches of the Ministry and other external partners, and several were targeted at women-owned and Indigenous businesses.

The target of 20 sessions per year reflects the Ministry’s goal of enhancing the effectiveness and impact of our regional engagements through a focused, cross-Ministry approach. We will ensure our engagements convene key players in a community, provide the right information and resources and are delivered in partnership between Ministry branches and external partners.

Objective 3.2: Provide services to newcomers to help them settle and integrate both socially and economically

Key Strategies:

- Implement the Credential Assessment Improvement Fund to support fair, efficient and transparent foreign credential recognition by occupational regulators.
- Help skilled newcomers achieve employment in their field through the Career Paths for Skilled Immigrants program.
- Support newcomers to integrate into communities and workplaces through the BC Settlement and Integration Services Program.

Performance Measure	2018/19 Actual	2019/20 Forecast	2020/21 Target	2021/22 Target	2022/23 Target
3.2 Percentage of Career Paths Clients employed in their field upon program completion ¹	70%	70%	70%	70%	70%

¹ Data Source: Internal Ministry of Jobs, Economic Development and Competitiveness tracking

Linking Performance Measure to Objective:

The [Career Paths for Skilled Immigrants](#) program assists skilled immigrants and refugees in B.C. find work that utilizes their pre-arrival skills, education and experience. As a result, the program helps to maximize the human capital benefits of immigration and address the province’s labour needs, which in turn improves economic growth in the province and raises the standard of living for all British Columbians. The Career Paths program was launched in January 2017. Participants typically remain active in the program for up to 22 months. As the program develops future adjustments to targets may occur.

Resource Summary

Core Business Area	2019/20 Restated Budget ¹	2020/21 Estimate	2021/22 Plan	2022/23 Plan
Operating Expenses (\$000)				
International Trade	27,854	25,997	26,099	26,099
Small Business, Jobs and Workforce	22,169	21,629	22,037	22,037
Investment, Innovation and Technology	10,271	10,811	10,907	10,907
Transfers to Crown Corporations and Agencies	27,640	25,640	25,640	25,640
Executive and Support Services	8,999	9,039	9,144	9,144
Northern Development Fund	500	500	500	500
Total	97,433	93,616	94,327	94,327
Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)				
Executive and Support Services	1	1	1	1
Total	1	1	1	1

¹ For comparative purposes, amounts shown for 2019/20 have been restated to be consistent with the presentation of the 2020/21 Estimates.

* Further information on program funding and vote recoveries is available in the [Estimates and Supplement to the Estimates](#).

Appendix A: Agencies, Boards, Commissions and Tribunals

[BC Immigrant Investment Fund Ltd.](#)

[BC Renaissance Capital Fund Ltd.](#)

[Emerging Economy Task Force](#)

[Forestry Innovation Investment Ltd.](#)

[Innovate BC](#)

[Indigenous Business and Investment Council](#)

[Island Coastal Economic Trust](#)

[Nechako-Kitamaat Development Fund Society](#)

[Northern Development Initiative Trust](#)

[Premier's Chinese Canadian Community Advisory Committee](#)

[Small Business BC](#)

[Small Business Roundtable](#)

[Southern Interior Development Initiative Trust](#)