First Peoples, First Business:
Indigenous entrepreneurs and Reconciliation in B.C.

December 2018

Highlights

In partnership with the Canadian Council for Aboriginal Business, a Vancity survey of Indigenous business owners in British Columbia found:

- More than 90% of Indigenous business owners surveyed say their operations have been successful to date, with 58% saying they have been “extremely” or “very” successful.
- More than 40% of those surveyed say their business had clients in other Canadian provinces and territories during the past year, while 20% say they had clients outside Canada and the United States.
- Responding to questions about Reconciliation and its positive impacts, 48% say they experienced systemic barriers five years ago when dealing with their non-Indigenous business relationships, while 21% say they do now.
- Indigenous business owners in B.C. continue to encounter barriers to success, with economic conditions, inadequate infrastructure, rising business costs, government red tape and employee retention the most frequently cited problems, according to those surveyed.

A review of new data from Statistics Canada found:

- B.C. has the second largest number of self-employed Indigenous workers in Canada, with 21% of the national total. Only Ontario has more self-employed Indigenous workers.
- The total number of self-employed Indigenous workers in the province increased 20% between 2011 and 2016.
- B.C.’s Indigenous self-employment rate is 9.1%, the second highest in Canada after Quebec. The national Indigenous self-employment rate is 7.6%.

Statistics compiled by Indigenous Tourism BC show:

- The number of Indigenous tourism-related businesses in B.C. increased 33% between 2014 and 2016.

To help Indigenous business owners maintain positive business growth and momentum, and to overcome persistent barriers, this report puts forward a number of recommendations, including:

- Governments should build on the existing First Nations Land Management Act and remove legislative and regulatory barriers that deny First Nations the full use and potential of their lands and resources.
- Companies and organizations should learn about programs that support Indigenous-led businesses, such as the federal government’s Aboriginal Procurement Program.
- Financial institutions should offer digital products and solutions directly to Indigenous populations, and provide “on-the-ground” services in communities where feasible.
- Individuals should look to Indigenous-led enterprises for collaborative opportunities, and support them with their patronage.
Open to business, open for business

Make no mistake, Indigenous peoples in British Columbia are business-oriented, with First Nation societies involved with industry and trade over thousands of years. Despite historic injustices and suffering wrought by decades of cultural indoctrination and marginalization, their entrepreneurial spirit has endured, and may be higher today than ever before. An example: One of every five self-employed Indigenous workers in Canada now lives in B.C.; Ontario is the only other province with more. B.C. also boasts the country’s second-highest rate of Indigenous self-employment, trailing only Quebec.

Meeting long-standing Indigenous goals such as self-determination and self-sufficiency depend to a large extent on economic advancement and, by extension, on entrepreneurial activity. As new and successful Indigenous businesses grow across B.C., so do the numbers of economic opportunities and jobs they create, bringing more confidence and prosperity to First Nations members and the province as a whole. Indigenous entrepreneurs not only create employment opportunities, but they also serve as positive role models for Indigenous youth.

To better understand the current situation in B.C., Vancity collaborated with the Canadian Council of Aboriginal Business (CCAB) to conduct a province-wide survey of Indigenous business owners. Responses from more than 50 individuals were collected in May 2018. While this is a relatively small sample size, weighting ensures accuracy and proportionality with the total Indigenous business population within the province of B.C.. Responses were compared with national and B.C. results from a larger 2016 CCAB survey and report, titled Promise and Prosperity: The 2016 Aboriginal Business Survey. This marks the first time B.C.-only results from the 2016 CCAB survey have been used for comparison and analysis.

The 2018 survey results support and advance the CCAB’s 2016 findings, which pointed to a stable, profitable and growing private Indigenous economy in B.C., and to improving conditions and performance results. Almost 60% of 2018 survey respondents said their business revenues increased in the past year. Other positive trends include the diversification of Indigenous business markets and better access to financing in B.C.

Unique to the 2018 survey, Indigenous business owners were asked to respond to questions around Reconciliation, derived from the Truth and Reconciliation Commission of Canada’s “Calls to Action” report. Their answers point to improving relationships with non-Indigenous counterparts and with financial institutions.

That said, a number of critically important challenges remain. Non-Indigenous populations in Canada are still coming to grips with the meaning and significance of Reconciliation. And as the 2018 Indigenous business survey reveals, certain barriers continue to impede efforts around positive economic impact and change; indeed, some obstacles to Indigenous-led business are getting worse, according to survey responses. These include government red tape and unreliable access to modern infrastructure and technologies.

This report examines the state of Indigenous entrepreneurship in B.C., by measuring its growth and evaluating its progress, and by gathering opinion and information from business owners themselves. The report presents a detailed and unique look at the current business climate and presents recommendations for governments, businesses, financial institutions and individuals, so that conditions may continue to improve, at a faster pace, for the benefit of all.

Who we mean by Indigenous people

This report adopts Statistics Canada’s definition of Indigenous identity, which “includes people who are First Nations (North American Indian), Métis or Inuk (Inuit) and/or those who are Registered or Treaty Indians (that is, registered under the Indian Act of Canada) and/or those who have membership in a First Nation or Indian band.” In the 2016 census year, B.C. was home to 270,585 Indigenous people — or 6% of the province’s total population — of whom 64% were First Nations, 33% were Métis, and 1% Inuk. One in five Indigenous people in B.C. live on tracts of land set aside under the federal Indian Act and known as Indian Reserves.
Market economies were not foreign to us. We created them ourselves. We traded goods over hundreds of miles... How could pipestone, dating back to before contact end up in my territory in South Central British Columbia when it only comes from a few places such as Pipestone, Minnesota, if we did not trade? How could corn be used all throughout the Americas before contact, if we did not trade?”

— C.T. (Manny) Jules, Chairman, First Nations Tax Commission

B.C. Indigenous business then and now

Indigenous peoples in B.C. have produced and traded goods for millennia. Long before European contact, oolichan grease trails – comprehensive trading routes where the valuable fish oil was moved – formed a network that ran from Yukon to northern California, and into the high plains of what are today Montana and Alberta. Obsidian, a shiny black rock also know as volcanic glass, was quarried in Oregon and traded up the Pacific coast, reaching the Salish Sea and beyond. On what is known now as Vancouver Island, Nootka people traded their fish, fish oil and furs with the Kwakiutl, in exchange for goods made of metal.

Pre-contact economic activities went beyond trade. As the Kamloops-based Tulo Centre of Indigenous Economics explains, the ceremonial potlach, a gift-giving feast practised by coastal societies, was essentially “a form of taxation – a formalized system of wealth redistribution.”

In the post-contact period, and especially after Canada’s confederation, Indigenous populations were forced to change. Their families and communities were displaced, their customs – including the potlach – were banned and their livelihoods were denied. With the introduction of the reserve system and passing of the federal Indian Act, control of their lands was transferred to the Crown.

The Indian Act has been amended more than a dozen times, but it still remains law on the vast majority of First Nations territories. Tulo chair Michael LeBourdais offered this blunt assessment of its impact: “We don’t even own our own lands. We don’t have the legal and administrative framework to make our lands valuable. We don’t have sufficient secure independent revenue streams to build competitive infrastructure and provide quality services. In short, we do not have the necessary investment climate to meet our community objectives.”

Ratification of the federal First Nations Land Management Act (FNLMA) in 1999 means that First Nations can opt out of 32 land and resource management provisions under the Indian Act and can develop their own land codes, which gives them “management authority and law-making powers over its reserve lands,” according to Indigenous and Northern Affairs Canada. However, title continues to rest with the Crown, and reserve lands cannot be sold. By 2016, almost 100 First Nations in Canada had chosen this route and had either developed their own land codes or were in the process of doing so.

Fortunately, non-Indigenous Canadians are finally coming to recognize and acknowledge the historic and legal challenges confronting First Nations, from coast to coast. Efforts are being made to address them, but for those to succeed, Indigenous skills and resources – including entrepreneurial expertise and technologies – must be unlocked. And they are.

Coast Salish entrepreneur and artist Shain Jackson is president of Spirit Works Limited.

Credit: Hamid Attie
The rate of self-employment among Indigenous workers is a relevant measure of entrepreneurial activity. According to Statistics Canada, B.C. has the second-largest number of self-employed Indigenous workers in Canada, with more entering the labour force every year.

The province is home to 16.6% of Canada’s Indigenous peoples, yet it claims 21% of the nation’s self-employed Indigenous workers. Put another way, just over 9% of B.C.’s Indigenous workforce was self-employed in 2016, the latest available data year, higher than the national rate of 7.6%. This might not surprise, since B.C. is a self-employment pace-setter in general, and claims one of Canada’s highest rates of self-employment. The total number of self-employed Indigenous workers in the province increased 20% between 2011 and 2016.

While some people choose self-employment while others are self-employed by circumstance, the fact remains that many self-employed Indigenous workers in B.C. operate their own businesses and are, by extension, entrepreneurs.

It is also worth noting that, while the unemployment rate among Indigenous workers in B.C. (14%) was much higher than the province’s overall rate of unemployment (6%) in 2016, it was better than the national Indigenous unemployment rate (15.2%). This may be attributed, in part, to B.C.’s higher than average self-employment rate.

Self-employment is not the only indication of entrepreneurial activity, as the Conference Board of Canada noted in a 2017 report on Indigenous business. “Clearly there is more to Aboriginal entrepreneurship than what is recognized in terms of self-employment, and that point is supported by findings from complementary research on the growing diversity of First Nations-owned businesses, joint ventures, and various forms of social enterprise,” the report reads. “Moreover, these are not simply public service operations conducting business in public administration, healthcare, or education sectors, but examples of First Nations creating and reinvesting their own source revenues across a range of industries.”

### Indigenous self-employment in Canada, 2016

<table>
<thead>
<tr>
<th>Province</th>
<th>% of total Indigenous workforce</th>
<th>self-employed, male</th>
<th>self-employed, female</th>
<th>% of national total</th>
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<tbody>
<tr>
<td>Canada</td>
<td>20%</td>
<td>15%</td>
<td>5%</td>
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<tr>
<td>British Columbia</td>
<td>25%</td>
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<td>Alberta</td>
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<td>Saskatchewan</td>
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<td>New Brunswick</td>
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<td>Nova Scotia</td>
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<td>Newfoundland</td>
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<tr>
<td>Prince Edward Island</td>
<td>12%</td>
<td>9%</td>
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<tr>
<td>Yukon</td>
<td>15%</td>
<td>12%</td>
<td>3%</td>
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<tr>
<td>Northwest Territories</td>
<td>10%</td>
<td>8%</td>
<td>2%</td>
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<tr>
<td>Nunavut</td>
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<td>8%</td>
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Source: Statistics Canada, 2016 Census
A deeper examination – based on the CCAB’s 2016 survey and the 2018 survey conducted in collaboration with Vancity – reveals that Indigenous-led companies in B.C. are mostly similar in size, structure and industry to those in the rest of Canada: They tend to be small- to medium-sized enterprises and unincorporated, operating either as a sole proprietorship or partnership.

According to the surveys, a preponderance of Indigenous businesses in B.C. and across Canada are involved in the same sectors, namely: construction; information and cultural industries; arts, entertainment and recreation; management of companies and enterprises; and professional, scientific and technical services. The Indigenous tourism industry – which can include one or more of the preceding sectors – is experiencing remarkable growth, particularly in B.C. Statistics compiled by Indigenous Tourism BC shows a 33% increase in the number of Indigenous tourism-related businesses in the province between 2014 and 2016.\(^1\)

Results from the 2016 survey revealed that only 28% of Indigenous businesses in B.C. were located on a First Nations reserve, compared with 56% across Canada. And almost one-third (31%) of B.C.-based Indigenous businesses served clients in the United States, compared with 25% nationwide, according to the 2016 survey results, while 24% of B.C.-based Indigenous businesses had clients outside Canada and the United States, compared with 17% nationwide.

Results from the 2018 survey, which looked exclusively at B.C.-based Indigenous businesses, show that 52% of respondents say their business is located on a First Nations reserve, 18% serve clients in the United States, and 20% have clients outside both Canada and the United States.

In other key areas, business metrics and outlooks have either remained steady or improved for B.C.-based Indigenous entrepreneurs. In both 2016 and 2018, more than 90% of B.C.-based owners surveyed said their business had been either somewhat successful, very successful or extremely successful to date. Almost half (49%) of owners surveyed in 2016 said their gross sales revenues had increased in the past year, compared with 57% of owners who responded to the question two years later. And 74% of owners in 2016 said their business was profitable in their latest fiscal year, while 78% of respondents say the same in 2018.

Meanwhile, 61% of respondents in 2018 say they expect their business to experience an increase in gross sales revenues within the next two years, compared with 75% in 2016.
How successful do you feel your business has been to date?

- Extremely successful: 9% in 2018, 1% in 2016
- Very successful: 48% in 2018, 40% in 2016
- Somewhat successful: 34% in 2018, 43% in 2016
- Not very successful: 8% in 2018, 6% in 2016

Sources: CCAB Promise & Prosperity: The 2016 Aboriginal Business Survey; CCAB 2018 B.C. Aboriginal Business Survey

Have your gross revenues changed in the past year?

- Increased: 57% in 2018, 49% in 2016
- Decreased: 16% in 2018, 16% in 2016
- No change: 27% in 2018, 35% in 2016
- Unsure: 1% in 2018, 1% in 2016

Sources: CCAB Promise & Prosperity: The 2016 Aboriginal Business Survey; CCAB 2018 B.C. Aboriginal Business Survey

Did you post a profit or loss in the last fiscal year?

- Net profit: 78% in 2018, 74% in 2016
- Net loss: 14% in 2018, 21% in 2016
- Unsure: 8% in 2018, 5% in 2016

Sources: CCAB Promise & Prosperity: The 2016 Aboriginal Business Survey; CCAB 2018 B.C. Aboriginal Business Survey
Indigenous women in business

While Indigenous women across Canada face significant barriers to employment and business activities and continue to earn less than their male and non-Indigenous counterparts, their level of workplace participation is rising. This is especially true in B.C., where Indigenous women in 2016 had a higher rate of labour force participation (60.8%) than the Canadian average for Indigenous women (58.6%), and a lower rate of unemployment. They also had a much lower rate of unemployment than Indigenous men in the province (11.7% compared to 16.2%). The national unemployment rate for all workers across Canada in 2016 was 6.9%.20

Indigenous women in B.C. are also leaders when it comes to self-employment. In fact, only Ontario has more self-employed Indigenous women than B.C. What’s more, 9% of working Indigenous women in B.C. were self-employed in 2016; the national self-employment rate for Indigenous women was 6.2%.21

While those statistics speak directly to employment among Indigenous women, they do not reveal anything about specific entrepreneurial enterprise. To date, there has been no comprehensive research on the subject. Existing data around executive-level business participation among Indigenous women reveal significant gaps; Minerva BC, for example, reported in 2017 that its Face of Leadership BC Scorecard on gender diversity “has consistently recorded zero women of Indigenous descent on [B.C.-based business] boards and senior management teams.”22 Some progress has been made since: in late 2018, Minerva reported that two Indigenous women serve as board directors on “Top 50” B.C. companies.23

On a positive note, news media and other sources are spending more time reporting about small B.C.-based businesses led by Indigenous women.24 This is important, as successful role models can have a positive impact.

Ojibwe entrepreneur Patrice Mousseau is the founder and owner of Satya Organic Skin Care. Credit: Hamid Attie
Our relatives who have come from across the water, you still have work to do on your road.... The land is made up of the dust of our ancestors’ bones. And so to reconcile with this land and everything that has happened, there is much work to be done.”
– Anishinaabe Elder Mary Deleary, statement to the Truth and Reconciliation Commission of Canada, Winnipeg, June 26, 2014

Reconciliation

Unique to the 2018 survey, Indigenous business owners in B.C. were asked questions around Reconciliation. The questions were inspired by the Truth and Reconciliation Commission of Canada’s Calls to Action for business, which are as follows:

We call upon the corporate sector in Canada to adopt the United Nations Declaration on the Rights of Indigenous Peoples as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous peoples and their lands and resources. This would include, but not be limited to, the following:

i. Commit to meaningful consultation, building respectful relationships, and obtaining the free, prior, and informed consent of Indigenous peoples before proceeding with economic development projects.

ii. Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that Aboriginal communities gain long-term sustainable benefits from economic development projects.

iii. Provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal–Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.

While responses to the 2018 survey questions on Reconciliation demonstrate that more work needs to be done, they also show things are moving in the right direction.

Asked if they had experienced systemic barriers when dealing with their non-Indigenous business relationships five years ago, 48% of respondents say yes, while only 25% say they had not. Asked if they presently experience systemic barriers when dealing with their non-Indigenous business relationships, 21% of survey respondents say they still do, while 40% say they do not. (For every Reconciliation-based question, a significant percentage of respondents chose either “unsure” or “Do not know/Not applicable” as answers.)

Meanwhile, 64% of respondents say they have experienced positive change in the past five years when dealing with their non-Indigenous business relationships. Only 9% say they had not experienced positive change. Of those who answered “yes” to the question, 93% agree that the change has made a positive financial impact to their business.

Owners were also asked whether they thought their interactions with non-Indigenous business relationships would improve in the next five years; 73% of respondents agree that they would.

“...You can’t build a country without your Indigenous peoples. When we’re weak, this country is weak. And when we’re strong, this country is strong....All Canadians benefit when we’re prosperous.”
– Todd Russell, president of NunatuKavut

Persistent barriers and the way forward

Once the Truth and Reconciliation Commission reached the end of its mandate in 2015, efforts to address systemic problems facing Indigenous peoples in Canada were redoubled. So were attempts to measure the impact of those efforts. The CCAB’s 2016 National Aboriginal Business Survey offered unique and valuable information about specific challenges already facing Indigenous entrepreneurs across Canada. The 2018 survey conducted for this report continues that work, with a particular focus on B.C.

As demonstrated earlier, responses from B.C.-based Indigenous business owners demonstrate positive trends and support findings of a stable, profitable and growing Indigenous private economy. However, certain obstacles remain.

Almost half (45%) of 2018 survey respondents identify the cost of doing business — such as input costs — as either a “great deal” of an obstacle or a “significant” obstacle they expect will increase over the next two years. Overall economic conditions are another big concern, with 74% of respondents indicating they will become more of a challenge in the next two years. And reliable access to the Internet and telephone services and to IT technologies is identified as a looming obstacle by 57% of respondents in the 2018 survey.
A significant number of survey respondents – in some cases more than 50% – identify employee retention, business competition, and common infrastructure such as electricity, water and roads as obstacles they expect to get worse. The same goes for government policy, rules and regulation. This should be of particular concern, as government red tape is a perennial problem for Indigenous enterprise, especially on reserve lands, where common rights to title and ownership are often severely restricted by federal law.

The imposed limits make it difficult, if not impossible, for many First Nations communities to leverage their lands and natural resources to help spur private development and enterprise. The negative impacts – not to mention the frustrations they have caused – must not be underestimated.

The situation is slowly improving, as more First Nations negotiate and reach self-government and land management agreements with Ottawa and Victoria. “Self-governance over land can remove [long-established] barriers, giving a community greater control over the land-management processes, regulations, and financing issues that affect business development,” note the authors of “Land and Indigenous Business Development in Canada,” one chapter in a 2016 university textbook devoted to the subject.

And despite layers of external government bureaucracies that can stymie economic progress and raise uncertainties among lenders, including private financial institutions, Indigenous entrepreneurs in B.C. are managing to reach financial resources and capital. Less than a quarter (24%) of 2018 survey respondents say they expect access to financing will present an obstacle to their business over the next two years. In 2016, 31% offered the same response.

Sources of financing include credit unions, private banks and Indigenous-led financial institutions. The National Aboriginal Capital Corporations Association’s membership of more than 50 Aboriginal Financial Institutions has “provided $2.3 billion in developmental lending to Indigenous people and communities,” with more than $110 million in loans to Indigenous entrepreneurs in recent years.28-29

It’s encouraging, but other measures and strategies, as outlined in the following recommendations, should be considered in order to promote, enhance and support Indigenous-led businesses across the province.
Recommendations

For the non-Indigenous, it is vital to understand, accept and share the knowledge and experiences imparted by the Truth and Reconciliation Commission of Canada.

Governments

• Build on the existing First Nations Land Management Act and remove legislative and regulatory barriers which deny First Nations the full use and potential of their lands and resources.

• Enhance and extend existing financing and business training programs that have successful track records, such as the Aboriginal Business and Entrepreneurship Program.

• Establish a dedicated loan fund for Indigenous women’s entrepreneurship.

• Tailor policies and create products that support small- and medium-sized Indigenous enterprises on and off reserves, including web-based resource and information centres.

• Support efforts to bring reliable and affordable broadband access and other digital resources to Indigenous communities.

Financial institutions

• Support non-government organizations and Indigenous intermediaries that facilitate and expedite impact investing and financing.

• Tailor financial knowledge seminars and learning opportunities for Indigenous communities.

• Provide solutions that meet Indigenous entrepreneurs where they are. Offer digital products and solutions directly to Indigenous populations, with “on-the-ground” services in communities where feasible.

• Hire more Indigenous loan officers and advisors to help businesses, particularly in their start-up phases.

Companies and organizations

• Look for Indigenous-led enterprises for collaborative opportunities, and support them with your patronage. Develop commercial relationships with Indigenous-led businesses.

• Aim for an equitable representation of Indigenous employees who can best support Indigenous partners and businesses.

• Organize and fund business training opportunities for emerging Indigenous entrepreneurs.

• Create and fund education scholarships for Indigenous business students.

Individuals

• Look for Indigenous-led enterprises and support them with your patronage.

Indigenous entrepreneurs

• Look for networks and sharing circles where practical insights are gathered and exchanged.

• Learn about organizations and programs that offer support, training and services to Indigenous-led businesses, such as the federal government’s Aboriginal Procurement Program.

• Explore financing options offered by the National Aboriginal Capital Corporations Association’s network of Aboriginal Financial Institutions and from financial institutions that work closely with Indigenous communities and partners.

• Learn about organizations and programs that offer support, training and services to individuals, such as the Martin Family Initiative’s Aboriginal Youth Entrepreneurial Program for Grades 11 and 12 students.
Methodology

The 2018 Aboriginal Business Survey

The results of the 2018 B.C. Aboriginal Business Survey (B.C. ABS) are based on 53 completed online surveys with First Nation and Métis business owners in British Columbia, conducted from May 8 – 23, 2018. Of 71 total respondents of the 2018 B.C. ABS, 18 were excluded from final data analysis due to incomplete survey data or because the respondent did not match the required population profile (i.e.: an Indigenous business owned located in the province of B.C). Final results were weighted by Indigenous identity group, business size and type, with weights assigned based on the 2016 National Household Survey (NHS) data on self-employed Indigenous people in Canada. While this is a relatively small sample size, the weighting of the final data ensured accuracy and proportionality with the total Aboriginal business population within the province of B.C.

To provide thorough analysis of the current status of the B.C. Indigenous private economy, the 2018 B.C. survey results were also compared with regional findings provided during the 2016 Aboriginal Business Survey for the province.

Vancity recognizes that this report discusses gender in binary terms – as male and female. Due to its small survey sample size, the report does not examine and compare the experience of Indigenous people with other identities and expressions, such as trans+, gender variant and two-spirit.

Sample design

The Canadian Council for Aboriginal Business (CCAB) business listing was used as the basis for the current sample frame. This list currently accounts for more than 10,000 Indigenous businesses across Canada and has grown since the 2016 Aboriginal Business Survey and release of the Promise & Prosperity report. Through identifying and mining existing databases and/or lists for contact information for Indigenous businesses and by networking with a range of organizations, the CCAB has been able to locate willing, qualified respondents to participate in the 2018 B.C. Aboriginal Business Survey.

Questionnaire design

The questionnaire for this research was based on the 2016 Aboriginal Business Survey, with many questions removed and others added to address Vancity’s research objectives. Vancity and the CCAB jointly drafted the questions. Included were two screening questions, 24 questions from the 2016 Aboriginal Business Survey, and eight new questions. The final questionnaire was programmed in SurveyMonkey and was offered in the respondent’s official language of choice.

Data collection

The online survey was sent via email to CCAB’s network and internal list of Indigenous businesses in B.C. The completed surveys were screened for participants who did not meet the criteria of being an Indigenous business owner in B.C.

Promise & Prosperity: The 2016 Aboriginal Business Survey – Canadian Council for Aboriginal Business

These results are based on a telephone survey with 1,101 First Nations, Métis and Inuit business owners across Canada, conducted from February 10 to March 10, 2015. The margin of error for a sample of 1,101 is +/- 3.0 percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or other subgroups of the total sample. Final results were weighted by Indigenous identity, business type and industry. Weights were assigned based on 2011 NHS data on self-employed Indigenous people in Canada.

Vancity is not responsible for the accuracy of secondary research contained in this report.
References


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24. For example, see CBC News, “It’s time, says first Indigenous woman in Canada to own airline,” September 23, 2018


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29. The Conference Board of Canada - Northern and Aboriginal Policy, “Aboriginal entrepreneurship in Canada,”
   February 14, 2017