



**Government of the Northwest Territories Response to  
Committee Report 64-19(2): Report on Bill 84: An Act to Amend the  
Northwest Territories Business Development and Investment Corporation Act**

Background

The 19th Legislative Assembly Standing Committee on Economic Development and Environment (the “Committee”) issued Committee Report 64-19(2) on Bill 84: An Act to Amend the Northwest Territories Business Development and Investment Corporation Act on September 27, 2023, and shortly after that the Legislative Assembly was dissolved. The Standing Committee on Economic Development and Environment for the 20<sup>th</sup> Legislative Assembly has requested that the Government of the Northwest Territories respond to the recommendations in that Committee Report. The Committee made two recommendations in Report 64-19(2). The following is the Government of the Northwest Territories’ (GNWT) response to Committee Report 64-19(2).

Recommendation 1

That the Business Development and Investment Corporation publicly release the rebranding audit and related information on a name change as part of a broader public engagement on rebranding and a possible name change.

*GNWT Response*

The GNWT recognizes the importance of due diligence when considering and undertaking a name change for an organization. The GNWT would like to share that the approach taken was comprehensive and included research and engagement with stakeholders and utilized professional marketing and communications expertise.

The Board of Directors (Board) initiated the rebranding project as part of strategic planning and was involved throughout the entire process. The brand audit/review and name options were vetted through the Board and the name, Prosper NWT, was approved by the Board on January 16, 2023.

The brand audit was completed by an external Métis-owned professional marketing and communications agency (Agency) and incorporated qualitative research with stakeholders. The brand audit revealed major issues with the current name, Northwest Territories Business Development and Investment Corporation (BDIC), with the most apparent being strong confusion with the Business Development Bank of Canada (BDC) and other development organizations.

The issues around the organization's name were consistent with feedback gathered during the 11 public engagement sessions with 51 participants from across the territory. Due to concerns around confidentiality and contractor indemnity, the Board did not publicly release the brand audit report, however, a summary of the report findings and conclusions was provided to Committee on May 19, 2023.

## Recommendation 2

That the Minister of Industry, Tourism and Investment work with the Business Development and Investment Corporation to introduce a Bill early in the life of the next Assembly to respond to the recommendations from the previous external reviews and public engagement on rebranding and a name change.

### *GNWT Response*

The GNWT acknowledged the need to introduce the Bill as soon as possible to respond to recommendations from the previous external reviews (2013/2014 and 2019) and feedback gathered from public engagement. The GNWT was transparent and accountable throughout the process engaging over 130 stakeholders in 2021 and 2022, publicizing a Discussion Paper and a What We Heard Report, and sharing key findings from the brand audit with Committee. The Board, which provides strategic direction and oversight to the organization as a public agency, was involved throughout the process and was supportive of Bill 84 and to having the amendments introduced as soon as possible to address the needs of the NWT business community.

Today, NWT businesses continue to face challenges and the amendments will enable the organization to address their issues and concerns, be more responsive, and be able to partner in their sustainability and long-term success. On October 6, 2023, Bill 84: An Act to Amend the Northwest Territories Business Development and Investment Corporation Act received assent and the *Prosper NWT Act* came into force on February 27, 2024. With the amended legislation, the GNWT, along with the Board, seeks to address the recommendations provided from previous external reviews and to make impactful changes in response to the feedback given by businesses and stakeholders during the public engagement.