

To: Governance and Priorities Committee, Saskatoon City Council

Subject: Saskatchewan Women Entrepreneurship Charter

The Saskatchewan Women Entrepreneurship Charter was discussed with Mayor Clark during the course of meeting on March 30, 2021, albeit a Charter was sent out prior to the meeting. Further to the conversation with the Mayor and Kerry Tarasoff, I am submitting a request to speak to the Governance and Priorities Committee to enunciate the purpose of the Charter and explain why it matters. I look forward to the opportunity to present this important initiative.

In May 2019, the Government of Saskatchewan announced the creation of the WESK-led Saskatchewan Advisory Committee on the Gender Entrepreneurship Gap. In July of 2020, the Committee concluded their work with the release of their final report "[Enabling Scale in Saskatchewan](#)". The report includes 10 recommendations, one of which was to launch a Charter to garner support for women owned businesses and build a pool of champions.

Aside from the moral and social imperative to advance equality, moving the needle to close the gender entrepreneurship gap should matter to you and to each resident of this province and it should matter because women entrepreneurs fuel economic growth in our province.

- In 2019 women-led businesses contributed \$23.1 billion in GDP and created 191.8K jobs
- Women-led businesses are more often headquartered in Saskatchewan
- Advancing gender equality through the creation of economic activity has the potential to add \$150-420 billion in Canada by 2026. This could mean an injection of \$6.3 - \$17.64 billion in GDP in Saskatchewan
- Women-owned businesses have a greater propensity for job creation, accounting for approx. 33% of the Saskatchewan job force
- Women-led businesses' economic contribution can be enhanced by supporting their businesses to scale.

Supporting and investing in women entrepreneurs is tantamount to harnessing economic development opportunities and now more than ever before, supporting our local businesses is imperative and necessary.

The Saskatchewan Women Entrepreneurship Charter serves as a catalyst to inspire and empower organizations to adopt new practices and adapt current practices to be more inclusive. The purpose of the Charter is to encourage achievement of defined targets where feasible and delineate incremental increases in existing targets and practices where appropriate. We are encouraging all organizations to lead, plan and execute intentionally and strategically with these guiding principles.

As of the April 8 launch date and press release, 16 Charter Champions were signed on and recognized. As this number continues to grow WESK will ensure each of these prominent, influential organizations committed to closing the gender entrepreneurship gap will be showcased on the WESK website.

As a respected member of the Saskatchewan business community, we would be honoured to receive your support and showcase your office as a Champion of the Charter. We welcome your feedback on the Saskatchewan's Women Entrepreneurship Charter and have you consider committing to moving the needle to advance gender parity in entrepreneurship.



Sincerely,

Prabha Mitchell

Prabha Mitchell, (Hon.) CPA, CGA; M.S.W.
Chief Executive Officer
Women Entrepreneurs Saskatchewan