

GoForth's Guide to Industry Information and Associations

Industry information is essential for any start-up venture. It is the information that will help you determine if your business idea is in fact, a viable and profitable one. That is also why making use of your industry association is important in the business planning process; it's an opportunity to enhance your knowledge and understanding of the industry at large. GoForth has prepared a guide to connect you to your industry association so that you can access the wealth of information that is available to you.

Step 1: Go to the Industry Canada website at www.ic.gc.ca.

Step 2: On the left-hand side of the home page, under **Industry Canada**, select **Information by Industrial Sector**.

Step 3: Select your industrial sector from the alphabetical chart displayed. If you're not sure how your industry is categorized, take a good guess and it will likely tell you where you can find the information you're looking for.

For example, if you're a restaurant owner, choosing "R" for restaurant would be the obvious industry choice. Beside restaurant however, it says "See Food distribution". By clicking the alternate link, you're directed to the information you need.

Step 4: Once you've selected your industry, a new list of menu items will appear on the left-hand side of the page. Topics include:

- Consumer Information
- Company Directories
- Reports and References
- Certification/Standards
- Innovation, Research and Technology
- Contacts, etc.

The information available will vary depending on the industry. In some cases, an overseeing industry organization or association is made available to you in the menu. In other cases, you need to spend some time exploring the contacts affiliated and related sites or links provided, to find the industry association you need.

Step 5: Click on the **Contacts** link if one is provided. If not, click on **Resources, Media, Related Sites**, etc. to find information about industry associations.

Step 6: If you have yet to find an association, use your Google search tab and type in the association you're looking for.

For example, a restaurant owner might search for "Canadian Restaurant Association", which yields "CRFA – Canadian Restaurant and Food Services Association".

Step 7: Explore the resources available to you via the Association. Associations will provide information on:

- Legislation, regulations, licensing, etc.
- Certificates, designations, other coursework available for industry professionals
- Industry research
 - Economic Impact
 - Revenue
 - Employment
 - Profit Margin
 - Provincial Comparisons
 - Consumer Spending
 - Statistics
- Career opportunities
- News and Events
- FAQ's
- Support
- And the list goes on...

Step 8: Phone, or visit the Association in person to get some hands on information.

Step 9: If you're still having trouble finding contact information for a relevant industry association, visit your local library and flip through the Canadian *Industry Association Handbook*. You won't be able to take it out of your library but you can take away all the info you need from the book!

