



# Réseaux en immigration francophone (RIF)

Inspiring Practices

2018



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Message from FCFA Executive Director Alain Dupuis

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# Message from FCFA Executive Director Alain Dupuis

It has been almost 20 years since Francophone immigration was identified as a national priority for the development of Francophone and Acadian communities. At the time, immigrants hoping to continue living in French had few, if any, services at their disposal.

The establishment of the Réseaux en immigration francophone (RIFs) made it possible to quickly bring together and mobilize provincial and territorial organizations in order to reflect, act and create. As a result, we have been able to collectively acquire the expertise and know-how needed for immigrants to not only settle but also develop a sense of belonging while actively participating in the development of their new community.

Back in 2006, organizations often failed to recognize the added value provided by immigration and diversity. Today, community radio stations, schools, cultural centres, media, postsecondary institutions, etc. have integrated diversity into their strategic plans, their processes and their services. This all demonstrates how RIFs are perfect vehicles for transforming communities.

In addition to the settlement experience of immigrants, the RIFs focused on raising awareness within communities and on the full inclusion of immigrants with the aim of collectively creating a new and diverse Francophonie for the twenty-first century. These networks have remained a source of continuous learning because their impact transcends the notion of project results. Rather, they seek a fundamental transformation of our communities.

Accordingly, this collection represents a key resourcing tool for all those working in the broad field of Francophone immigration.

The work of the RIFs is far from finished. Will it ever be? The success of immigration within our communities depends on the consolidation of both existing and future partnerships. As they pursue this work, the RIFs can count on the unwavering support of the FCFA.

# Foreword

The Réseaux en immigration francophone (RIF, French for “Francophone Immigration Networks”) have brought together and mobilized more than 300 organizations that have coordinated their efforts and pooled their resources in order to create favourable conditions for the success of immigration within Francophone minority communities (FMCs).

Through mobilization, coordination and collaboration, the RIFs work to establish the continuum of Francophone immigration services.

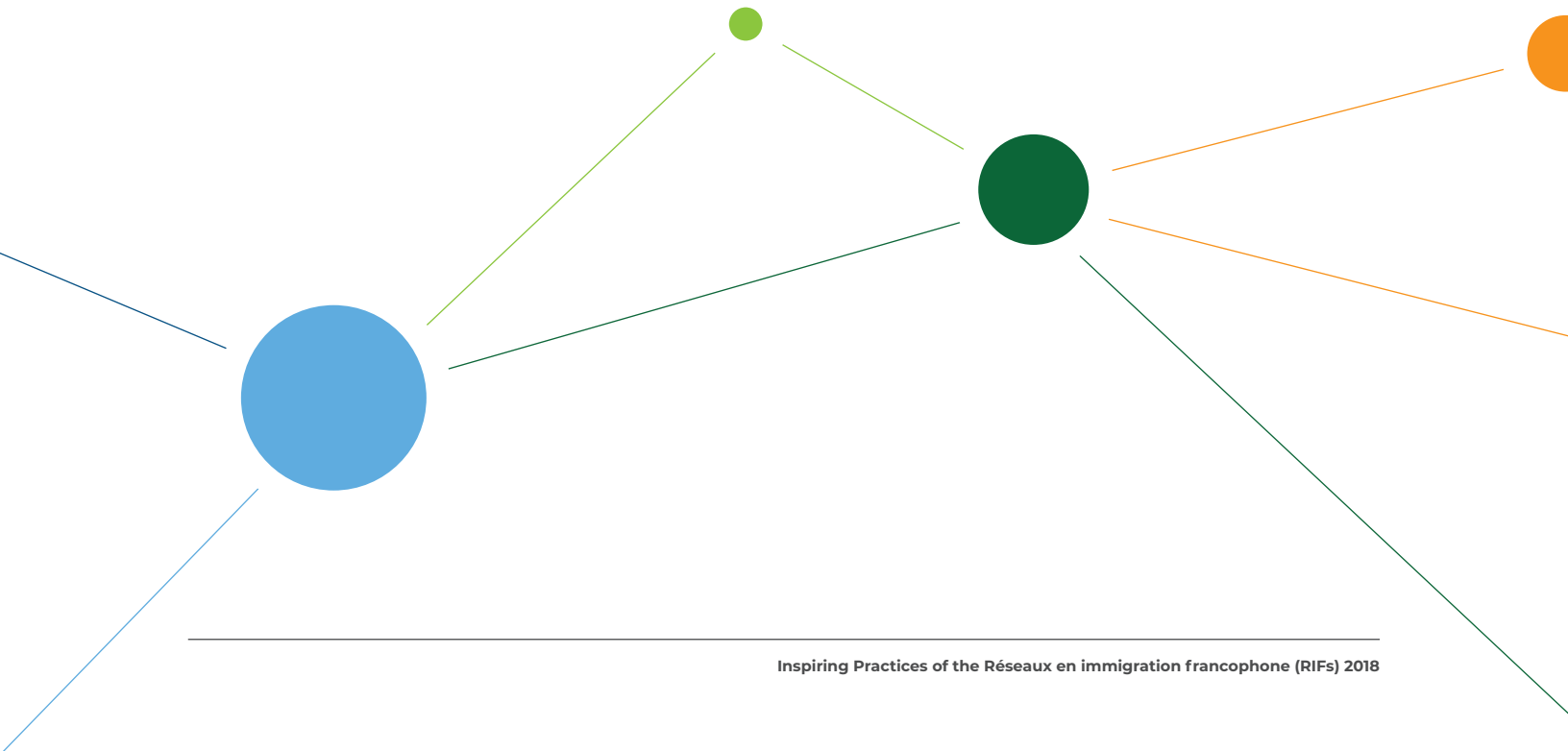
**The mandate of each RIF is based on the following three objectives:**

1. Determining the needs of immigrants, as well as any shortcomings or opportunities for meeting these needs within the community;
2. Coordinating the efforts of partners in order to implement a joint strategic plan, as well as action plans focused on needs, shortcomings and opportunities;
3. Promoting, mobilizing and supporting partners in the implementation of the RIF’s plans and mobilizing other stakeholders in support of the plans’ deliverables.

**This collection documents five categories of inspiring practices observed among the RIFs:**

4. Identifying the needs of francophone immigrants and improving the continuum of services;
5. Promoting communities and recruiting prospective immigrants;
6. Supporting the economic integration of immigrants;
7. Supporting the social, cultural and community integration of immigrants;
8. Coordinating efforts, mobilizing partners and managing the RIFs.

All the practices described in this collection are the results of mobilization, consultation and coordination undertaken by the RIFs.



## • A •

## Identifying the Needs of Francophone Immigrants and Improving the Continuum of Services

# 1. Journey Mapping the Francophone Immigration Process

## Manitoba



rifmb.ca



@rifmanitoba



@rif\_mb

### The Issue

For newcomers arriving in a Francophone minority community, the immigration process can prove complicated. Starting with their initial deliberations and their decision to immigrate to Canada, and right up until their integration and inclusion within the community, immigrants need support. Above all, they need to be well informed about Francophone programs and services designed to meet their needs, so they can find their way through an unfamiliar system and successfully complete the integration process. How can immigrants learn about available services and easily access them? How can reception and referral services efficiently direct immigrants to appropriate services? How can members of the host community make the process easier?

### The Solution

Having recognized this issue, the members of the Réseau en immigration francophone du Manitoba (RIF-MB) worked together and pooled their resources in order to better meet the needs of immigrants by creating a journey map of French-language services available to French-speaking newcomers<sup>1</sup>.

The journey map provides a visual illustration of the integration process, from arrival at the airport to leisure activities, covering all resources available in Manitoba's Francophone communities.

This includes not only services offered by RIF-MB members, but also those offered by departments, agencies and businesses involved in various aspects of community development. As a result, community organizations, institutions, immigration stakeholders, service providers and especially immigrants themselves have access to shared information that is relevant and up to date.

The journey map also makes it possible to refer immigrants to appropriate services in a simpler, faster and more effective manner.

1. The journey map of French-language services is available online at <http://www.rifmb.ca/media/cartographie-sces-en-fr.pdf>

## Impacts

Beyond facilitating referrals, the journey map of services supports the optimal and efficient use of existing Francophone resources. The document also serves to highlight gaps in Manitoba's Francophone immigration continuum, making it possible for the RIF-MB and its members to better identify priorities.

In the future, the RIF-MB's members hope to explore how the exercise could be extended to encompass rural areas.

### Success Factors

- ▶ It was important to allow time for partners to recognize the value of journey mapping.
- ▶ The participation of all RIF-MB members was essential to the project's success, as was the support received from non-members, such as the Association culturelle de la Francophonie manitobaine and the World Trade Centre Winnipeg.

## 2. Mobilizing Around the Issue of School Integration for Immigrant Children

### Nova Scotia



RIFNÉ

 [immigrationfrancophonene.ca](http://immigrationfrancophonene.ca)

 @immigrationFrancophoneNE

 @immigrerenNE

### The Issue

The successful settlement and integration of Francophone immigrants have an impact on their children's success and integration within the school system. Immigrant children and their families often have special needs that need to be addressed as part of the integration process.

### The Solution

The members of the Réseau en immigration francophone de la Nouvelle-Écosse (RIF-NÉ) worked together to develop and implement a project aimed at properly understanding and addressing issues related to the integration and academic success of Francophone immigrant students in Nova Scotia.

The RIF-NÉ mobilized education sector stakeholders to study integration and academic success among immigrant children who attend Halifax schools belonging to the Conseil scolaire acadien provincial (CSAP). More specifically, **research efforts focused on the following questions:**

1. In terms of school integration, what challenges are faced by immigrant students who attend CSAP schools in Halifax?
2. What resources does the CSAP have at its disposal to help newcomer students succeed at school?
3. How are schools and immigrant families collaborating in support of students' academic success and school integration?
4. Is the teaching staff well prepared to adjust its processes with an eye to better meeting the needs of immigrant children?

### Conclusions that can be drawn from the research results include the following:

1. The registration form is not adapted to the needs of immigrant families. The form does not collect the information necessary to understand the background of immigrant students and their families, or their migratory experience.
2. The language barrier hinders much-needed collaboration between parents and the school.
3. Information sessions for immigrant parents fail to address issues such as **cultural distance**, differences in how school systems operate, the host

community's norms and the school's expectations.

4. Schools lack the human, material and financial resources necessary for properly responding to the needs of students and their families.
5. The need to **foster the relationship** between the school system and the community sector is a key consideration when working together for the successful integration of children and their families.
6. The need to **train school staff on cultural diversity** (intercultural education) must be considered, so those working in the school system can more effectively interact with immigrant students and their families.
7. There are also challenges related to the ability of staff to establish quality relationships with immigrant parents.
8. The need for the CSAP to develop a **comprehensive school and social integration strategy** for immigrant students and families, as well as for refugees, was raised.

## Impacts

The project served to stimulate discussion among members of the RIF-NÉ on this area of shared concern. Furthermore, concrete and evidence-based measures were implemented to expand and improve the ability to welcome and support immigrant children and their families during the school integration process.



### Success Factors

- ▶ The level of understanding, openness and engagement demonstrated by the CSAP was key to the successful completion of the research study.
- ▶ The interest and engagement of partner organizations greatly contributed to the projects' success:
  - ▶ The Conseil de développement économique de la Nouvelle-Écosse (CDÉNE);
  - ▶ The CSAP;
  - ▶ The Fédération acadienne de la Nouvelle-Écosse (FANE);
  - ▶ Immigration francophone de la Nouvelle-Écosse;
  - ▶ The Université Sainte-Anne.

## 3. Equipping Newcomers to Make Effective Use of the Health Care System

### New Brunswick



[rifnb.info](http://rifnb.info)



[@RIFNB.pageofficielle](https://www.facebook.com/RIFNB.pageofficielle)



[@rifnb\\_officiel](https://twitter.com/rifnb_officiel)

### The Issue

Each province or territory has its own health care system. Canadian citizens sometimes find it difficult to successfully and adequately navigate these systems and to obtain the care and services they require. For newcomers, things are even more complicated. What is the best way to inform newcomers about how their local health care system operates? How can we help them obtain the basic information they need to access the health care services that are most appropriate to their needs?

*“Integrating into a new community and a new country, adapting to a new culture, learning a new language: these can all be major challenges.”*

*Culture has a wide-ranging influence on health. Both health care professionals and patients feel the influence of their respective cultures. As a newcomer, you need to familiarize yourself with the similarities and differences between the health care system in your country of origin and the one in your host country. Cultural perceptions affect how we understand health, illness and treatment. The operation of the health care system varies from one culture to the next. It is completely understandable that you would feel a bit overwhelmed by the amount of information you need to process.”*

**Excerpt from the *Guide santé pour les nouveaux arrivants au Nouveau-Brunswick***

## Identifying the Needs of Francophone Immigrants and Improving the Continuum of Services

### The Solution

Having recognized the issue, the members of the Réseau en immigration francophone du Nouveau-Brunswick (RIF-NB) mobilized and worked together to publish the *Guide santé pour les nouveaux arrivants au Nouveau-Brunswick*<sup>2</sup>.

The guide covers the structure and operation of the health care system: rights (official languages, confidentiality, etc.), health insurance programs, drug plans, emergencies (Tele-Care 811, ambulance), access to health services (family doctors, specialists, nurse practitioners, dentists, optometrists, etc.), mental health, addictions, special needs,

pregnancy and childbirth, abortion, family violence, etc.

The guide seeks to help newcomers better understand the health care system and the services available in New Brunswick by describing the characteristics of the province's health care system, as well as by explaining how to successfully navigate it.

A province-wide promotional tour is underway to reach out to as many New Brunswick organizations as possible and to ensure they can use and share the guide.

### Impacts

The *Guide santé pour les nouveaux arrivants du Nouveau-Brunswick* was presented to more than 200 participants during a web conference about Destination Canada.

The Anglophone counterpart of the Société Santé et Mieux-être en français du Nouveau-Brunswick (SSMEFNB) has shown strong interest in the guide and plans to translate it.

### Success Factors

- ▶ All RIF-NB members and several of its partners collaborated and pooled their resources in order to publish the guide:
  - ▶ Ambulance New Brunswick;
  - ▶ The Association francophone des aînés du Nouveau-Brunswick;
  - ▶ The Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick;
  - ▶ The Centre de formation médicale du Nouveau-Brunswick;
  - ▶ The Collège communautaire du Nouveau-Brunswick;
  - ▶ The School of Psychology at the Université de Moncton;
  - ▶ The New Brunswick Department of Health;
  - ▶ The Mouvement Acadien des Communautés en Santé du Nouveau-Brunswick;
  - ▶ The Regroupement féministe du Nouveau-Brunswick;
  - ▶ The Horizon Health Network;
  - ▶ The Vitalité Health Network;
  - ▶ The RIF-NB;
  - ▶ The SSMEFNB.
- ▶ The Réseau de santé de la Nouvelle-Écosse gave the RIF-NB permission to adapt its concept for a health guide for newcomers.

2. The document is available online at [http://www.ssmefnb.ca/images/Documents\\_à\\_télécharger/Guide\\_Nouveaux\\_Arrivants\\_WEB.pdf](http://www.ssmefnb.ca/images/Documents_à_télécharger/Guide_Nouveaux_Arrivants_WEB.pdf)

## 4. Discovering Rural Manitoba

### Manitoba



 [rifmb.ca](http://rifmb.ca)

 [@rifmanitoba](https://www.facebook.com/rifmanitoba)

 [@rif\\_mb](https://twitter.com/rif_mb)

#### The Issue

After arriving in Canada, most immigrants settle in large urban centres. Strategies therefore need to be developed to promote the regionalization of Francophone immigration. Moreover, the regionalization of immigration is an objective shared by all *Réseaux en immigration francophone*. Regionalization not only provides newcomers with fresh opportunities, but it can also significantly contribute to the economic, demographic and overall development of remote areas and smaller communities, while providing the potential for community revitalization.

#### The Solution

The members of the Réseau en immigration francophone du Manitoba (RIF-MB) reflected on the following question: How can we encourage newcomers, upon arriving in Winnipeg, to consider settling in a rural area?

Once a month, the “À la découverte du rural” initiative rented a bus and provided a group of newcomers with a day-long opportunity to explore a rural village or municipality. These trips were made possible by a partnership between Accueil francophone, the members of the Réseau communautaire (local partners) and certain municipalities. The free tours gave newcomers and opportunity to explore the possibility of living in French in Rural Manitoba. Participants received information on housing and schools, as well as on cultural and leisure activities.

## Impacts

A total of 625 newcomers participated in the tours organized between February 2017 and November 2018.

*Justin's story...*

On his very first trip outside Winnipeg, Justin was able to meet and talk with a nutritionist from Lorette. They continued their discussion during the entire tour of the municipality. Justin really enjoyed the trip and discovered a love for rural towns, which offer not only peace and tranquility but also employment opportunities. With help from his contact in Lorette, Justin was able to complete an internship as a nutritionist in Winnipeg. Subsequently, he seized an opportunity to work in his field in Niverville. He has since settled in the community with his family.

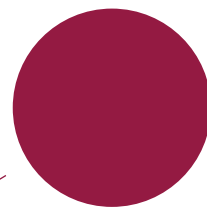
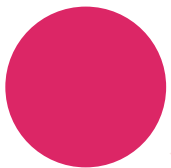
*"The best is when someone achieves their dream of living in a small rural town. And it has happened more than once. We really hope to see more success stories like these involving our newcomers."*

**- Pierre Mbayi, Project Officer, Accueil Francophone**

In the future, the project partners hope to make these tours even more effective by further emphasizing the economic component. This will involve highlighting employment opportunities in the areas visited by the newcomers.

### Success Factors

- ▶ The openness shown and welcome provided by rural communities made this project possible.
- ▶ It was important to work closely with local stakeholders to put forward this initiative, especially with the members of the Réseau communautaire of the Société de la francophonie manitobaine (SFM), and with certain municipalities.



• **B** •**Promoting Communities and Recruiting  
Prospective Immigrants**

## 5. Addressing the Need for Francophone Early Childhood Services

### Prince Edward Island

[tonile.ca/fr](http://tonile.ca/fr)[@IntegrationFrancophoneIPE](https://www.facebook.com/IntegrationFrancophoneIPE)[@CIFIPE](https://twitter.com/CIFIPE)

#### The Issue

Transmitting the French language to the next generation is the most important factor for ensuring the language's vitality in Francophone minority communities. Success largely depends on access to Francophone community and educational institutions, starting with early learning centres (ELCs). Prince Edward Island (PEI) has six Francophone ELCs that allow preschool children to flourish in a Francophone environment and build strong relationships with their peers in the Francophone community. However, Francophone ELCs do not have enough educators to meet their staffing needs. Currently, about 150 children remain on waiting lists.

#### The Solution

Faced with this pressing issue, the members of the province's Réseau en immigration francophone (RIF) focused their efforts on recruiting certified early childhood educators internationally. This initiative helped meet the community's needs while also welcoming new Francophone families from abroad. These families will help ensure the community's continued development.

The RIF formed an ad hoc committee of its members, including the Association des centres de la petite enfance francophone à l'Île-du-Prince-Édouard, the Collège de l'Île, the Commission scolaire de langue française de l'Île-du-Prince-Édouard, the Government of Prince Edward Island (Department of Education and Lifelong Learning) and the province's Réseau de développement économique et d'employabilité (RDÉE). Each partner contributed its own knowledge and experience to support and facilitate the recruitment of Francophone educators in France and Belgium, with the goal of filling vacant positions at Francophone ELCs.

The committee began by coordinating research on the recognition of early childhood credentials, thereby ensuring that any subsequent measures would be based on research that documents the number of vacant positions for early childhood educators, as well as the relevant certification and hiring requirements in Prince Edward Island. In order to facilitate credential recognition,

## Promoting Communities and Recruiting Prospective Immigrants

the committee's research activities also involved compiling a list of postsecondary programs offered in France and Belgium that provide early childhood education training that is equivalent or comparable to the training offered in Prince Edward Island.

The second phase of the project involved recruiting Francophone applicants who had received appropriate training. Thanks in part to support from the provincial government and the province's RDÉE, representatives from the Association des centres de la petite enfance francophone de l'Île-du-Prince-Édouard were able to travel to Paris and Brussels to participate in the Destination Canada Mobility Forum. The partners then travelled to Brittany, where they met with a third pool of potential applicants at a secondary school that offers a diploma program equivalent to the early childhood educator program offered in PEI.

By the end of the mission, some applicants had already been selected and invited to continue the recruitment process. The committee appointed a Recruitment and Intake Coordinator of the Coopérative d'intégration francophone (CIF) responsible for temporary Francophone immigrants in Prince Edward Island. Acting as a "Navigator", this individual ensures a liaison between applicants living abroad and various stakeholders active in the network. The Navigator helped with issues ranging from the hiring and immigration processes to the recognition of qualifications and labour market integration. Furthermore, upon arriving in Canada, successful applicants were eligible to receive settlement and integration services offered by the Centre d'aide aux nouveaux arrivants (CANA), in addition to integration services jointly offered by the CIF and the RDÉE.

### Impacts

The initiative helped ensure the recruitment of nine early childhood educators, thereby addressing the need for qualified staff at Prince Edward Island's Francophone ELCs. In addition, the community was able to welcome the new Francophone families and help with their integration. Taken together, **these accomplishments represent a major contribution to keeping the French language alive in PEI.** In the future, the RIF plans to use the same approach for recruiting health care professionals, including orderlies and nurses. The network will also explore other international sources of Francophone workers.

The research report on early childhood education training programs at postsecondary institutions in France and Belgium is available from the province's RIF.

### Success Factors

- ▶ The collaboration and engagement of various stakeholders around a common issue helped ensure the project's success.
- ▶ Measures were developed based on research on community needs, as well as on hiring criteria for specific positions and on certification requirements in PEI. The use of these data further guaranteed the success of the project, from the perspective of both successful applicants and the community.
- ▶ The Government of Prince Edward Island helped make it possible for the Director of the Association des centres de la petite enfance francophone de l'Île-du-Prince-Édouard to participate in Destination Canada.
- ▶ The participation of the provincial government was also crucial for skills recognition and certification (Department of Education and Lifelong Learning), as well as for credential recognition and obtaining work permits (Immigration Office).

## 6. Promoting French-Language Education

### Ontario



RÉSEAU DE SOUTIEN  
À L'IMMIGRATION FRANCOPHONE  
DE L'EST DE L'ONTARIO

 [rsifeo.org](https://rsifeo.org)

 @rsifeo

 @rsifeo

### The Issue

Immigrant parents who settle in Canada want their children to learn English. They themselves often feel disadvantaged because they have not mastered the majority language. Lacking a full understanding of the situation, some of them choose to enrol their children in English-language schools.

What is the best way to promote a high-quality French-language education system that produces citizens who are both fully bilingual and open to the world around them? How can we explain that French-language education promotes a feeling of belonging to the Francophonie in Ontario, across Canada and around the world?

How can we make immigrants better aware of Ontario's French-language school system and of the added value it provides?

### Impacts

Those responsible for the initiatives point to the following positive impacts<sup>3</sup>:

- ▶ The number of students attending French-language schools has increased (by approximately 2% per year since 2009, when the two initiatives were launched).
- ▶ Newcomers have a better understanding and more knowledge of the French-language education system.
- ▶ There is more confidence in the fact that students who attend French-language schools will be bilingual.

3. Please note that these impacts are actually the result of a concerted effort involving several other initiatives.

### La solution

The “Élargir l'espace francophone” and “Campagne provinciale de promotion de l'éducation en langue française” initiatives involved close collaboration with the sector committee responsible for education within the Réseau de soutien à l'immigration de l'Est de l'Ontario (RSIFEO). The goal was to develop a promotional campaign for French-language education services, **which range from child care services to adult education opportunities in all regions of Ontario** and at the provincial level. The themes of the campaign were “Éducation en langue française... un monde de possibilités” and “Vivre en français en...”

A website (<https://www.elfontario.ca/en/admission/>) was created to provide relevant information on Ontario's French-language education system, as well as on the rest of the education continuum. Organized by region, the site also provides links to other useful information for immigrants navigating the settlement process. It covers the education system in Ontario, the history of education in the province and the admissions process. Available in both official languages, the site includes a video on the benefits of joining Ontario's Francophone community.

Finally, various other promotional tools were developed to support the campaign, including information sheets, excerpts from the main information video and a quarterly newsletter.

### Success Factors

- ▶ Collaboration among stakeholders from across the education sector in Eastern Ontario and the consolidation of partnerships were key factors in the project's success:
  - ▶ The Campagne provinciale de promotion de l'éducation en langue française (ELF), an initiative of the Centre franco-ontarien de ressources pédagogiques (CFORP);
  - ▶ The Centre Moi j'apprends;
  - ▶ The Centre d'éducation et de formation de l'Est ontarien (CÉFEO);
  - ▶ Ontario's French-language school boards;
  - ▶ "Élargir l'espace francophone," an initiative of the Centre canadien de leadership et d'évaluation (CLÉ);
  - ▶ La Cité College;
  - ▶ The Association canadienne-française de l'Ontario de Stormont, Dundas et Glengarry (ACFO-SDG);
  - ▶ The Association canadienne-française de l'Ontario de Prescott et Russell (ACFOPR);
  - ▶ The Secretariat of the RSIFEO.
- ▶ Those responsible for both initiatives—"Élargir l'espace francophone" and "Campagne de promotion de l'éducation en langue française"—demonstrated openness by encouraging community members to participate in the campaigns and to take ownership of them.

## 7. Hamilton: A Preferred Destination

### Ontario



 [reseausoutien.org/fr](http://reseausoutien.org/fr)

 @reseaucso

### The Issue

By showcasing their assets, their appeal and their services, dynamic Francophone communities can encourage more Francophone immigrants to settle within their borders and to contribute to their vitality.

### The Solution

The [Destination Hamilton](#) website was launched thanks to the efforts and engagement of the organizations belonging to the Comité en immigration francophone de Hamilton (CIFH), a local committee of the Réseau en immigration francophone du Centre-Sud-Ouest (RIFCSO). The site showcases the dynamic nature of the city, while promoting services and employment opportunities. Above all, it portrays Hamilton as a preferred destination for Francophone immigrants.

The social media accounts of the RIFCSO and of Hamilton en français are linked to the website. This integration makes it possible to launch promotional campaigns for the



Destination Hamilton website that directly target countries with a pool of potential Francophone immigrants. For instance, one promotional campaign launched via the Hamilton en français Facebook account targeted potential immigrants whose official language is French in sub-Saharan Africa and Europe (Luxembourg, France, Belgium, Switzerland), as well as individuals living in Canada. The campaign promoted the city,

as well as available services, employment opportunities and community activities.

At the outset, a lack of financial resources proved to be an obstacle. However, the RIFSCO's partners quickly mobilized and decided to share the operating costs. The website's content is developed in consultation with project partners as well as newcomers. Decisions are made by consensus.

## Impacts

The site was launched in May 2018 and has attracted widespread attention, including from the City of Hamilton. Indeed, the City's Economic Development Division (<https://www.hamilton.ca/city-initiatives/citizen-dashboard/local-economy-economic-development>) has shown an interest in adding economic components to the Destination Hamilton website. The City also maintains a Global Hamilton branch for recruiting immigrants.

In addition to showcasing Hamilton's vitality as a destination for Francophone immigrants, the project has served to mobilize partners and facilitate referrals for French-speaking newcomers.

## Success Factors

- ▶ Shared resources and strong collaboration have been key to the initiative's success, especially thanks to the engagement of the following partners:
  - ▶ The Association canadienne française de l'Ontario (ACFO) – Régionale Hamilton;
  - ▶ The Centre de santé communautaire Hamilton/Niagara;
  - ▶ Collège Boréal, Hamilton Access Centre;
  - ▶ The Hamilton Community Legal Clinic;
  - ▶ The Conseil scolaire catholique MonAvenir;
  - ▶ The Conseil scolaire Viamonde;
  - ▶ The Entité de planification des soins de santé en français pour les régions de Waterloo-Wellington- Hamilton-Niagara-Haldimand-Brant;
  - ▶ The RIFSCO.

## 8. Opening a Window on Niagara's Francophone Community

### Ontario



 [reseausoutien.org/fr](http://reseausoutien.org/fr)

 @reseaucso

### The Issue

The Niagara region boasts a wide array of attractions and entertainment options for the millions of people who visit every year: panoramic walks, parks and trails, waterways and beaches, family attractions, and, of course, the famous Niagara Falls.

The Niagara region is also a great place to live, and its Francophone communities are experiencing very dynamic growth. How can we attract Francophone newcomers to the region and convince them to settle here? How can we promote the region as a welcoming community for Francophone immigrants? How can we promote French-language services and the organizations that provide them, while also showcasing the human and family-oriented side of Niagara's Francophone community?

Newcomers sometimes have difficulty finding the information they need to settle in the region. Communities committed to welcoming newcomers must get organized, consolidate key information and efficiently share it with the general public, as well as with target groups.

### The Solution

As part of the Réseau en immigration francophone du Centre-Sud-Ouest (RIFCSO) de l'Ontario, the Table interagence de Niagara serves as the region's local committee on Francophone immigration. The members of the Table interagence du Niagara have been collaborating on a visibility and awareness project that involves creating the [Bonjour Niagara](#) web portal. The initiative includes **an awareness campaign jointly launched by more than 35 Francophone organizations active in the Greater Niagara region**. Together, these organizations form the Table interagence du Niagara.

The bilingual website is divided into two main sections: regional tourist information and Francophone community resources. It features a video, a profile of Niagara's Francophone community titled "A Force for Action" and information on a range of topics: schools and child care centres, health care services, culture and recreation, Francophone media, community life, employment and the economy, services for newcomers, and government services. Site visitors can download a guide for newcomers to the Niagara region titled *Un endroit où il fait bon vivre, en français*. In addition to the website, the project has been promoted using pop-up banners and post cards.

Media releases have been issued in both official languages. This has helped break down barriers to communication and has made it possible for Anglophone partners to better understand the Francophone community and the services it offers.

Other activities put forward to achieve the project's objectives include microevents (small gatherings, cocktail receptions, etc.) to promote the portal and the work of the Table interagence du Niagara.

## Impacts

Immediately after the site was launched, the organizations behind it began reaping dividends in the form of stronger relationships with partner organizations, a better mutual understanding of the various organizations' mandates, increased visibility for the organizations and their services, and the development of new relationships with Anglophone partners and employers.

It is important to note that the Table interagence du Niagara adopted a joint strategic plan in 2015. Titled Vision 2020, the plan has served as a common road map throughout the implementation of the Bonjour Niagara project. It even helped guide the development of participation criteria and site content.

Plans for the future include increased promotion on Facebook and Twitter; continued improvement and development of the platform; reaching out to and partnering with Buffalo, New York, in the United States; and increasing the number of participating organizations.

## Success Factors

- ▶ Strong collaboration among the 35 organizations represented on the Table interagence du Niagara has been key to the success of the initiative. Indeed, their slogan is "A Force for Action."
- ▶ Vision 2020, the joint strategic plan adopted by the Table interagence du Niagara in September 2015, has provided a common orientation and facilitated the development of participation criteria.
- ▶ The inclusion of tourism and economic development among the project's objectives and in the website's content has added value to the initiative.
- ▶ The project's main financial contributors have been the Entreprise Niagara SADC, the Centre de Santé Communautaire Hamilton/Niagara, the ABC communautaire, the Boite à soleil child care centre, CERF-Niagara (the local Francophone employment and resource centre) and the Caisse Desjardins.

## 9. Raising the International Profile

### Newfoundland and Labrador



 [francotnl.ca](http://francotnl.ca)

 @VIVREaTNL

 @VIVREaTNL

#### The Issue

Despite the presence of a significant Francophone community in Newfoundland and Labrador, the province is not well known abroad. On an annual basis, French-speaking immigrants to Newfoundland and Labrador represent less than 1% of immigrants arriving in Canada and only 7.9% of Francophone immigrants arriving in Atlantic Canada.

It has therefore been important to pursue a promotional strategy that better positions the province within Canada and to support the strategies put in place by the federal and provincial governments to attract new Francophone workers to Newfoundland and Labrador. The provincial action plan for Francophone immigration has set a target of 1700 new Francophone immigrants per year in Newfoundland and Labrador by 2023. How can we promote Newfoundland and Labrador abroad in order to attract new Francophone workers?

#### The Solution

Thanks to financial support from Newfoundland and Labrador's Office of Immigration and Multiculturalism, an advertorial showcasing the province appeared in a special issue of *L'Express*, titled "S'installer au Canada" and published on June 20, 2019. Composed of a two-page spread and a full-page advertisement, the colourful piece mainly focused on the province's dynamic Francophone community, on its natural wonders and on the economic opportunities it offers. *L'Express* has been distributed for the last 19 years in metropolitan and overseas France, in Switzerland, in Belgium, and in Morocco. It provides a key source of information for Francophones interested in immigrating to Canada. The initiative aimed to raise the province's international profile and to change people's ideas about Newfoundland and Labrador.

## Impacts

Since the piece was published in a special edition of *L'Express* on June 20, 2019, the number of requests for information on Newfoundland and Labrador has significantly increased. Previously, the Réseau en immigration francophone de Terre-Neuve-et-Labrador (RIF-TNL) received very few emails. Since the piece was published, it has been receiving several each week.

The number of people who visit the Newfoundland and Labrador booth at Destination Canada (in Paris from November 14 to 17, 2019, and in Brussels on November 19, 2019) will be another indicator of the initiative's success. The RIF-TNL will also participate in information sessions with Immigration, Refugees and Citizenship Canada (IRCC) in Belgium and France (dates and locations to be confirmed). These promotional events should raise the province's profile even further.

The provincial government has already expressed interest in partnering with the RIF-TNL again next year to publish another advertorial.

A better knowledge of the province among future newcomers should ultimately promote retention (more available information and a better knowledge of the host province should make for an easier adjustment).

### Over the long term, this initiative should efficiently strengthen:

- ▶ Efforts to recruit and integrate French-speaking immigrants within official language minority communities (OLMCs);
- ▶ Support from the federal and provincial governments through their strategies and action plans for attracting new Francophone workers to Newfoundland and Labrador.

### Success Factors

- ▶ The Government of Newfoundland and Labrador, through its Office of Immigration and Multiculturalism, collaborated on the initiative and provided financial support.
- ▶ More than 110,000 copies were distributed across the Francophone world.
- ▶ The special issue benefited from exclusive distribution at all major Canada/France events held in Europe and North America: Destination Canada; information sessions organized by IRCC through the Canadian Embassy in Paris; the Entretiens Jacques Cartier in Montreal and Ottawa; etc.
- ▶ The Réseau de développement économique et d'employabilité (RDÉE-TNL), a project partner and member of the RIF-TNL, followed up on requests for information related to employment and immigration in general.



## Supporting the Economic Integration/ Autonomy of Immigrants

# 10. Recruiting Francophone Workers for the Tourism Sector

## British Columbia



[vivreencb.ca](http://vivreencb.ca)



@pifcb



@pifcb

### The Issue

Connecting qualified Francophone immigrants with employers is a winning strategy for supporting the integration and economic autonomy of newcomers. Having access to employment in their field of expertise is a key component of an immigrant's integration journey.

British Columbia's tourism sector is facing a labour shortage.

### The Solution

Aware of the situation, the members of the Réseau en immigration francophone de la Colombie-Britannique (RIF-CB) looked at how they could use the Mobilité Francophone program to **connect local employers with**

**qualified Francophone applicants living abroad and hoping to settle in Canada.** This new component of the International Mobility Program aims to facilitate and streamline the hiring of Francophone skilled workers by Canadian employers outside Quebec.

The RIF-CB partnered with Go2HR, a tourism industry association, to raise awareness among employers of the benefits associated with recruiting qualified Francophone applicants through the Mobilité Francophone program. Actiris, a public employment agency operated by the City of Brussels in Belgium, was contracted to provide recruitment services. The RIF-CB appreciated the professionalism demonstrated by the agency's staff, who carefully pre-selected applicants and provided them with support. The agency was responsible for administering pre-arrival English tests. In one specific case, the agency also administered a test required for employment in the culinary sector before the applicant left Europe. This approach made it possible to connect employers with extremely well-qualified applicants. The Programme d'immigration francophone de la Colombie-Britannique (PIFCB) supported the project by providing reception and settlement services to the recruited immigrants. Finally, IRCC provided support to employers through its Employer Liaison Network in British Columbia.

## Impacts

The initiative led to the hiring and integration of five qualified workers. They included a woman from Brussels who found employment in the rural community of Fort Nelson. The PIFCB helped ensure communication with the employer that welcomed and assisted the new employee. Furthermore, this success story highlights the extent to which this approach can support efforts to regionalize Francophone immigration.

Over the longer term, the approach will serve as a model for the mobilization of local expertise and international organizations to better connect job seekers with available positions in other specific employment sectors. In particular, the RIF-CB hopes to apply the approach to sectors such as construction and to explore the possibility of partnering with additional public agencies in other Francophone countries.

Finally, the Société de développement économique de la Colombie-Britannique now uses these tools to support its recruitment, integration support and economic autonomy strategies.

### Success Factors

- ▶ The initiative was successful at balancing supply and demand, while providing access to a pool of qualified young applicants from Belgium.
- ▶ The partnership established with the public agency that offers free services was key to the project's success.
- ▶ The high degree of professionalism demonstrated by agency staff in Belgium during the pre-selection process, while supporting applicants, while administering pre-arrival English tests and while administering the pre-arrival test for employment in the culinary sector ensured a supply of qualified applicants.

## 11. Pilot Project for Matching Immigrants with Employers in Thunder Bay

### Ontario



 [reseaudunord.ca](http://reseaudunord.ca)

 @rsifno

### The Issue

Few Francophone immigrants choose to settle in the Francophone communities of Northern Ontario (1% in 2016). Nevertheless, the region has a lot to offer: an active lifestyle in close proximity to nature, stunning landscapes, suitable and affordable housing, a quality French-language education system, dynamic Francophone communities, and, in particular, a number of available highly paid skilled jobs. How can we attract Francophone immigrants so they can help build a skilled labour force and dynamic Francophone communities in the North? How can we address the shortage of skilled labour?

### The Solution

Since April 2018, the Thunder Bay region in Northwestern Ontario has been the proving ground for a program that aims to provide pre-arrival, employability and entrepreneurship services to anyone ineligible for **settlement services funded by the federal government** (including temporary workers and international students). The idea is to encourage these individuals to settle in Northwestern Ontario.

Working in collaboration with the Northern Policy Institute (NPI), the Société économique de l'Ontario (SEO) hired a bilingual employability counsellor to serve as an International and Community Matchmaker (ICM) between applicants and employers. The

ICM is responsible for connecting newcomers with employers and community organizations, as well as for helping them navigate the immigration process. The ICM also provides a range of employability services, including resume writing and interview preparation.

As part of a research project underway in parallel with the pilot project, the NPI will evaluate the effectiveness of efforts to increase the number of immigrants settling in Thunder Bay.

Partnerships have also been established with the North Superior Workforce Planning Board, the Thunder Bay Chamber of Commerce and the Thunder Bay Community Economic Development Commission.

### Impacts

Although the pilot project is only in its early stages, it has already resulted in closer collaboration and promising partnerships (such as those with the NPI and the SEO).

### Success Factors

- ▶ Appropriate matches and the hiring of workers are key factors for the success of the project.
- ▶ Employers are more inclined to participate once they have seen examples of skilled workers who have been recruited through the project.



## 12. Strategy for Recruiting Foreign Workers

### New Brunswick



 [rifnb.info](http://rifnb.info)

 [@RIFNB.pageofficielle](https://www.facebook.com/RIFNB.pageofficielle)

 [@rifnb\\_officiel](https://twitter.com/rifnb_officiel)

#### The Issue

A food processing company based in the community of Clair, in Northwestern New Brunswick, was having trouble filling vacant positions at its facilities. The company's recruitment challenges were due in part to an exodus of young people and the ageing local population.

*"The region's demographic challenges mean that there eventually won't be enough workers to fill the jobs available in the region."*

**Steven Fecteau,**  
Human Resources Director, Sunnymel

#### Impacts

The Upper Madawaska has become visibly more diverse since the start of the project. Cyrille Tiwa may have only just arrived in the region, but this young man is already considering integrating himself fully into Canadian culture. *"I would really like to play ice sports,"* he explains. *"To play hockey. I often watch hockey, and I think it's really great. I'd really like to try it out."* After earning a Master of Management degree in Belgium, this native of Cameroon was unable to find a job. He is now employed as a production worker at Sunnymel.

More recently, Sunnymel has also hired some fifty workers from Mauritius and Madagascar.

#### The Solution

In response to this labour shortage, the company's Human Resources Director left for Belgium, where he set out to hire 35 workers for the plant. He was accompanied by the Northwest Resource Center for Newcomers, a member of the Réseau en immigration francophone du Nouveau-Brunswick (RIF-NB), as well as by representatives of the provincial government. The arrival of these workers and their families has served to strengthen the vitality of this rural community in the Upper Madawaska. The Northwest Resource Centre for Newcomers helped the company settle the workers and their families.

## D

Supporting Social, Cultural and  
Community Integration

## 13. The Place of Young Immigrants in Brooks

### Alberta



#### The Issue

Job opportunities in Brooks, Alberta, attract many immigrants, including a number of Francophones. While adults and parents are busy starting work and settling into their new lives, children and youth need support to successfully integrate, a process that requires opportunities for community engagement. How can we support the integration and inclusion of young immigrants within the Francophone community of Brooks? How can the Francophone community better support these young people's academic success?

#### The Solution

The Association francophone de Brooks (AFB), a member of the Réseau en immigration francophone (RIF) de l'Alberta, serves as the local committee on Francophone immigration. With the assistance of multiple partners, the association launched a project to support the integration of young Francophone immigrants in Brooks and the surrounding

area. The mission was to provide services and appropriate support to immigrant and refugee youth, while improving the integration of these young people both within the community of Brooks and within Canadian society by offering services that meet their needs.

#### The project consisted of eight intersecting programs:

1. The community connections program provided volunteering opportunities and helped connect young newcomers with Canadian youth and institutions. It offered information on the Canadian labour market and provided support with integration.
2. Services provided by the extracurricular activities program include homework assistance, guided reading and writing courses, presentations, and discussion forums.
3. Among other forms of support, the employment services program provided help with resume writing, interview preparation and navigating the Canadian labour market.
4. The mentoring program gave young adults an opportunity to assist their younger peers.
5. The summer program featured guided study courses in math and French, an introduction to Canada and Canadian society, community volunteering.

opportunities, and sports activities (such as a soccer tournament).

6. The language program provided an opportunity to learn English as a second language.

7. The sports and recreation program provided a range of activities.

8. The special community events program organized festivals and talent competitions, among other activities.

## Impacts

More than 200 young people benefited from the initiative, which attracted an average of 60 participants per day. The young immigrants who participated in the program performed better at school and actively engaged with the community. They also participated in volunteer activities and projects aimed at improving everyday life in the community.

For the 2018 summer program, the AFB approved the admission of four already settled young Canadians. This proved to be a highly significant gesture for the young immigrants and their parents.

Thanks to this integration project, all the community's organizations and institutions now have access to a pool of young volunteers who can be called on to help with community events.

As a development centre for young immigrants, the Maison des jeunes is a vital resource for parents, who can conveniently attend courses after work.

## Success Factors

- ▶ The host community played a positive role in the project and remained committed to making all newcomers feel at home. This made it easy for immigrants to develop a sense of belonging, which motivated them to participate in the program and allowed them to become involved in their community.
- ▶ Snacks and free transportation were strong incentives for participants.
- ▶ The partners involved in the initiative were:
  - ▶ The AFB;
  - ▶ Alberta Health Services;
  - ▶ Brooks and County Immigration Services (BCIS);
  - ▶ The City of Brooks;
  - ▶ Grasslands Regional Family and Community Support Services (FCSS);
  - ▶ The Portail de l'Immigrant Association (PIA);
  - ▶ The SPEC Association for Children and Families of Brooks.

## 14. Engaging Citizens to Ensure the Success of Francophone Immigration

### Saskatchewan



 [rif-sk.ca](http://rif-sk.ca)

 @RIFsask

 @sk\_rif

 @rif\_sk

#### The Issue

Newcomers need help with understanding their host community, with developing resilient social networks and with contributing to the community. They say that integration is a two-way process, one that requires both the host community and newcomers to adapt. How can we help all members of the host community understand both the importance of the integration process and their role in it? How can we strengthen the sense of community inclusion and pride felt by newcomers to a Francophone minority community? How can we ensure that newcomers receive the right information at the right time?

#### The Solution

In fall 2018, the Fédération francophone de Saskatoon (FFS) launched its “Saskatoon accueil” initiative. At the same time, the Association canadienne-française de

Regina (ACFR) launched its “Regina accueil” initiative. The two organizations represent their respective communities at the issue table organized by the Réseau en Immigration francophone de la Saskatchewan (RIF-SK).

Both “Saskatoon accueil” and “Regina accueil” serve as informal networks that help welcome newcomers and provide access to mutual assistance in either Saskatoon or Regina. The networks are open to newcomers, former newcomers, employees of community organizations, volunteers and anyone else interested in making Saskatoon and Regina more welcoming and inclusive communities for everyone.

“Saskatoon accueil” and “Regina accueil” seek to connect individuals so that newcomers in both cities can receive effective referrals. Both networks seek to promote formal and informal activities as well as to provide tips and advice, so that newcomers can find the right information at the right time. This approach also supports social, cultural and community inclusion, while helping to forge authentic and meaningful ties between immigrants and already established members of the community.

“Saskatoon accueil” and “Regina accueil” are collaborative projects that involve the mobilization and coordination of not only community organizations but also individuals who want to help make Saskatoon and Regina welcoming and inclusive communities for immigrants.

## Impacts

In order to strengthen the sense of community inclusion and pride felt by newcomers, both networks facilitate a variety of contacts and connections with members of the host community. The networks focus their efforts on connecting people, on providing support and referrals, and on promoting social and cultural activities, as well as opportunities for dialogue.

### *Regina accueil*

Newcomers volunteered to put together an exhibition on the history of Francophone immigration that provided attendees with an opportunity to taste “Riz-Aloko” (a popular Beninese dish). As the event drew to a close, an artist of Togolese origin who is active in the community gave a performance that featured an inspiring immigration story.

### *Saskatoon accueil*

The Village urbain francophone de Saskatoon held an open house that featured a potluck meal and a community discussion.

*“The Federation has an excellent online presence and people interested in settling in Saskatoon often contact us from abroad.”*

- **Éric Lefol, directeur de la FFS.**

### Prospects for the future

Those responsible for the initiative hope to prepare a reference document and gain the ability to hire a qualified resource person.

The goal is for “Saskatoon accueil” and “Regina accueil” to increasingly become social and civic movements that make it possible to better welcome newcomers and help them find the information they need.

## 15. Appointing Diversity Ambassadors to Revitalize Small Rural Communities

### Ontario



RÉSEAU DE SOUTIEN  
À L'IMMIGRATION FRANCOPHONE  
DE L'EST DE L'ONTARIO

 [rsifeo.org](http://rsifeo.org)

 [@rsifeo](https://www.facebook.com/rsifeo)

 [@rsifeo](https://twitter.com/rsifeo)

### The Issue

For Francophone immigration to be successful, it is important that newcomers be welcomed by communities that are open, dynamic and

inclusive. However, host communities are not always sufficiently aware of the added value provided by Francophone immigration, and they sometimes lack the necessary intercultural skills.

There is a huge need to break taboos and to raise public awareness of the benefits and opportunities associated with Francophone immigration. Especially in rural areas, immigration is a key strategy for keeping small communities alive.

Often, formal awareness programs fail to reach the individuals and groups capable of contributing to integration and inclusion within local communities.

## The Solution

The Réseau de soutien à l'immigration francophone de l'Est ontarien (RSIFEO) developed a Francophone immigration preparedness and awareness strategy aimed at key actors in rural areas. The project, titled "Les ambassadeurs de la diversité," involved appointing local diversity ambassadors.

The aim was to **raise awareness of the importance of Francophone immigration among influential figures who play a positive role in the community**. This would bring the Francophone immigration message into spheres where the staff and members of the Réseau en immigration francophone (RIF) are not active as part of their mandate. The target audience—made up of individuals dubbed "diversity champions" or "diversity ambassadors"—included mayors, municipal councillors, teachers and religious leaders.

The first stage of the project involved identifying and orienting the ambassadors. The second stage involved introducing them to approaches and methods for supporting the reception and the social, economic and professional integration of immigrants within the community. The ambassadors identified measures that can be taken by municipalities, communities, members of the public and employers to attract immigrants and get them involved in rural community life.

The diversity ambassadors received training and information from the RSIFEO to ensure they were up to date on general developments in Francophone immigration.

Annual gatherings were organized to raise awareness, recruit new diversity ambassadors and encourage existing ones. With support from partners in the employment sector, the events included presentations and provided participants with networking opportunities. Project partners also supported the regionalization of Francophone immigration by organizing visits to businesses and tours of specific regions for job seekers. These concerted and collective efforts have made it possible to attract, welcome, retain and integrate Francophone newcomers in rural and semi-rural areas.

The initiative brought together numerous partners, including the Association française des municipalités de l'Ontario; the Association canadienne-française de l'Ontario de Prescott-Russell; the Association canadienne-française de l'Ontario de Stormont, Dundas et Glengarry; the Conseil des écoles publiques de l'Est de l'Ontario; the Conseil scolaire de district catholique de l'Est ontarien; "Élargir l'espace francophone", an initiative of the Centre canadien de leadership et d'évaluation (CLÉ); and La Cité College. The project also mobilized several other key players, including elected municipal officials, regional immigration officers with the provincial government, the members of the RSIFEO, community leaders, the Township of Champlain and the Corporation of the Town of Hawkesbury.

Implemented in an informal manner, the strategy depended on coordination and the sharing of resources among sponsors and partners.

## Impacts

The project was launched in 2015 with nine ambassadors. Four annual gatherings and four regional tours allowed 300 immigrants to visit Eastern Ontario. For example:

- ▶ Immigrants attending the job fair in Montreal had an opportunity to take a bus to Cornwall in order to visit the city.
- ▶ In February 2018, La Cité College, in collaboration with the RSIFEO, organized a tour of employers in Eastern Ontario, so that immigrants could learn about employment opportunities in the region. A tour of the Prescott-Russell area provided forty immigrants with an opportunity to meet community partners and employers. Following the tour, three Syrian refugees found employment in the Prescott-Russell area.

Testimonial from one of the diversity ambassadors:

*“The diversity ambassadors initiative has been a positive experience for me both professionally and personally. Indeed, by reaching out to people and by promoting the social and economic benefits of diversity, the project has paved the way for the creation of fairer and more inclusive learning environments. In light of the Francophone community’s openness to this cultural diversity, the initiative supported networking while also helping us better understand how Francophone immigrants see the realities of Eastern Ontario. In short, initiatives of this kind will have to be maintained and expanded if we hope to ensure the vitality of the Franco-Ontarian community.”*

**Eric Génier, Director of Education, Conseil des écoles publiques de l’est de l’Ontario**

## Success Factors

The truly local control of the project by the RSIFEO’s sector group responsible for awareness and employability proved to be a key success factor, alongside the engagement and support of all partners.

## 16. Summer Camp for Youth

### Manitoba



 [rifmb.ca](http://rifmb.ca)

 [@rifmanitoba](https://www.facebook.com/rifmanitoba)

 [@rif\\_mb](https://twitter.com/rif_mb)

### The Issue

Children and teenagers from immigrant families need opportunities to interact with other young people from the community, in order to help them integrate and feel included within the local Francophone community. As with many young people from the community, immigrant youth require assistance with continuing the learning process and perfecting their knowledge during the summer months, in order to ease their transition back to school in the fall.

Likewise, young people born in Canada require opportunities to forge relationships with immigrant youth in order to get to know them better and to help them integrate and feel included, while also discovering the new cultures and new life experiences shared by these young immigrants.

### The Solution

In order to create spaces where young people, including immigrant youth, could socialize and learn, the members of the Réseau en immigration francophone du Manitoba (RIF-MB) worked together to develop an achievable and sustainable project: summer camps for youth from the Francophone community.

With the support of the Division scolaire franco-manitobaine (DSFM), Accueil francophone began organizing the “Camp d’été Récréation, Vacances et Éducation” (ReVE) for youth ages 7 to 12 and 13 to 17.

The ReVE summer camp has been in operation since 2013. In the last two years, organizers have begun accepting Francophone youth from across Manitoba, thereby fostering **truly meaningful interaction between immigrant youth and young people born in Canada.**

Registration is free for all participants. However, families are encouraged to make a \$100 donation to cover some of the costs associated with the camp, to provide transportation for children who live in their area or to volunteer at the camp itself.

The ReVE summer camp lasts three weeks and includes literacy and numeracy activities, intercultural meetings, games, outings, and opportunities for discovery.



## Impacts

More than a hundred young people registered for the ReVE summer camp in 2018. This represents a participation rate of 100% (spots are limited and assigned on a first come, first served basis). Organizers are particularly proud of the fact that no one is excluded due to their economic circumstances and that the young participants come from a wide range of backgrounds.

### Testimonial from a young participant named Maeva

*"I decided to attend the ReVE summer camp because it was in French and also because I was so bored at home. I enjoyed the outings, the food and the workshops offered by the police and by Radio-Canada. I made new friends. I would tell kids to attend the ReVE summer camp because it's fun, but not too short!"*

### Testimonial from a volunteer named Celine

*"Last year, one of my friends told me about her experience at the ReVE summer camp in 2017. Later, she was able to find work at a child care centre based on her experience at the camp. I enjoyed working in an environment where diversity was considered a strength. I was able to learn so much about other cultures. For me, volunteering at the ReVE summer camp was a rite of passage that helped me better understand Canada. I worked on a team that included Canadians, Africans, Europeans... It was really an exceptional experience for me. I remember it very fondly."*

In the years to come, organizers hope to add a "summer school" component to the camp, in order to better prepare youth for returning to school in the fall.

## Success Factors

- ▶ Collaboration was essential for the effective coordination of the event.
- ▶ Organizers were able to adapt and even innovate as they developed relevant programming for youth ages seven to twelve and thirteen to seventeen, thereby greatly contributing to the success of the project.
- ▶ The location of the camp was another success factor. The DSFM provided access to its schools in the St. Boniface neighbourhood, making it easy for participants to reach the camp.
- ▶ The following members of the RIF are involved in the initiative:
  - ▶ Accueil francophone;
  - ▶ The DFSM;
  - ▶ The Théâtre Cercle Molière;
  - ▶ The Centre de santé;
  - ▶ Pluri-elles;
  - ▶ The Economic Development Council for Manitoba Bilingual Municipalities (CDEM).
- ▶ Sponsors and partner organizations that are not members of the RIF have also helped ensure the success of the project: Media Actions, the St. Boniface Library, the Coop Vélo-Cité, the Maison Gabrielle-Roy and Radio-Canada.

## 17. Provincial Intercultural Training Tour

### New Brunswick



[rifnb.info](http://rifnb.info)



[@RIFNB.pageofficielle](https://www.facebook.com/RIFNB.pageofficielle)



[@rifnb\\_officiel](https://twitter.com/rifnb_officiel)

#### The Issue

The harmonious integration of newcomers within the workplace and the community requires the elimination of cultural barriers that can prevent people from learning and living together. How can we better understand the impact of cultural diversity on a business, a school or a community? It is important to raise awareness among employers and the public, and to provide them with the tools they need to manage cultural diversity in both the workplace

#### Impacts

Training was provided to forty employers and 122 members of the general public, raising their awareness and strengthening their cultural competencies.

#### Success Factors

##### Several partners contributed to the success of the project:

- ▶ The Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick;
- ▶ The North West Resource Center for Newcomers Inc.;
- ▶ The Hive Innovation Centre;
- ▶ The Comité d'accueil, d'intégration et d'établissement des nouveaux arrivants (CAIENA) de la Péninsule acadienne;
- ▶ The Multicultural Association Chaleur Region;
- ▶ The RIF-NB;
- ▶ The Université de Moncton.

and the community, so they can help create more welcoming and inclusive spaces.

#### The Solution

In February 2018, the Collège Communautaire du Nouveau-Brunswick (CCNB), in collaboration with several partners of the Réseau en immigration francophone du Nouveau-Brunswick (RIF-NB), launched a provincial intercultural training tour. Training was provided free of charge by the Centre for Intercultural Learning. Carried out in partnership with seven organizations, the tour involved the delivery of two training sessions per day in the following communities: Edmundston, Campbellton, Bathurst, Shippagan and Dieppe.

The training developed for employers aimed to provide them with the tools needed to embrace cultural diversity in the workplace. The training developed for the general public aimed to raise awareness of the importance of developing harmonious intercultural relations and to provide participants with the tools required to work toward that goal.

## 18. Adoptive Grandparents for Young Immigrants

### Manitoba



 [rifmb.ca](http://rifmb.ca)

 [@rifmanitoba](https://www.facebook.com/rifmanitoba)

 [@rif\\_mb](https://twitter.com/rif_mb)

### The Issue

Immigrants who settle in Canada's Francophone communities have often had to leave behind members of their immediate or extended family. For instance, immigrant families frequently arrive in Canada without grandparents who had played an important role in the lives of children in the country of origin or transition.

In Manitoba, one immigrant who had settled in Winnipeg shared her sadness at seeing her children grow up far from the tender love of their grandparents. An idea emerged to pair the children of immigrants with Francophone seniors. Indeed, older Francophones can greatly support the integration of immigrant families.

### The Solution

Under the leadership of Pluri-elles, a women's organization, the members of the Réseau en immigration francophone du Manitoba (RIF-MB) worked together to develop a project that aims to connect immigrants with seniors in the context of activities that encourage the development of long-lasting relationships. These relationships support the social integration of newcomers, while serving to break down isolation and foster supportive relationships by pairing the children of immigrants with seniors from the community, thereby providing better opportunities for integration and inclusion.

The initiative began in July 2018 and will run until the end of March 2021. It is an action research project, involving a research component as well as an implementation and evaluation component. The research component included a literature review on the topic, a survey to assess interest among immigrants and seniors, as well as the preparation of guides and training sessions. This stage of the project also involved creating a steering committee made up of two seniors and two immigrant families. Participating adoptive grandparents are required to undergo cultural competency training. The implementation and evaluation component of the project involves introducing new service delivery models. The wide range of planned activities include nature walks, cooking, miniature golf, bowling, social and cultural outings, children's extracurricular activities, and a tour of Manitoba. They also include discussions on cultures, holidays and celebrations.

## Impacts

In the medium and long term, the project aims to provide knowledge about Manitoba culture, to foster the development of strong relationships, to teach cultural competency and to ensure the transmission of social values.

### Success Factors

In order to ensure commitment and engagement, it is important to recruit partners at the very start of the project:

- ▶ Pluri-elles;
- ▶ Accueil francophone;
- ▶ The Fédération des aînés francophones du Manitoba (FAFM);
- ▶ The Société de la francophonie Manitobaine (SFM) and its Réseau Communautaire.

## 19. Cultural Mediation as an Innovative Vehicle for Integration

### New Brunswick



 [rifnb.info](http://rifnb.info)

 [@RIFNB.pageofficielle](https://www.facebook.com/RIFNB.pageofficielle)

 [@rifnb\\_officiel](https://twitter.com/rifnb_officiel)

### The Issue

The social and community inclusion of French-speaking immigrants remains one of the ultimate aims of the immigration system and the integration/inclusion process. Cultural mediation, a tool borrowed from the arts and culture sector, provides an innovative strategy for facilitating the integration and inclusion of immigrants within Francophone communities.

### The Solution

New Brunswick's Conseil provincial des sociétés culturelles (CPSC), a member of the Réseau en immigration francophone du Nouveau-Brunswick (RIF-NB), worked with its member organizations to introduce cultural mediation as an original approach to supporting the integration process for immigrants.

The RIF-NB and its members collaborated on developing and implementing two separate projects:

- ▶ A media campaign;
- ▶ A theatre project.

#### Media Campaign

With the support of the RIF-NB, the CPSC launched a media campaign to showcase best practices in the social and community integration of members of visible minority groups through cultural mediation.

The media campaign was conducted on several of the province's community radio

stations in February 2018. The initiative aimed for people in the host community to recognize the importance of culture as a vehicle for integration. Concrete examples of interventions based on cultural mediation made community members more inclined to listen to one another and to take positive actions.

In particular, cultural mediation emphasizes close, direct and personal contact; audience diversity, knowledge and skills; and innovative forms of participation. It builds on art education, social inclusion and public education, as well as on community and neighbourhood roots. Mediation also creates excellent meeting places for artists and other citizens, thereby supporting interpersonal communication, learning and engagement. Furthermore, it can serve to reduce psychological and social barriers to the inclusion of target groups, such as immigrants and their families. More broadly, cultural mediation projects are undertaken with a view to improving living conditions at the level of the individual, the community or society; to supporting the cultural development of

communities; to transforming social and economic relationships; and to developing new ways of living together.

### **A Theater Project [É + Im] Migrants<sup>4</sup>**

A migration-themed theatre project dealing with the realities faced by immigrants during the integration process was launched in March 2018. A play titled *[É + Im] Migrant.e.s* was written based on accounts provided by the actors and other project participants themselves. The play was performed for 800 students during a day set aside for the purpose.

*“With a mix of humour, tenderness and troubling images, this first production by the Mathieu da Costa theatre company invites reflection and new perspectives on the realities faced by migrants.”*

**- Sylvie Mousseau, Acadie Nouvelle  
(Thursday, May 11, 2017)**

After the show, students were divided into groups of four to discuss the play and to pursue a dialogue on the theme.

## **Impacts**

The school tour of *[É + Im] Migrant.e.s* reached 800 young people.

*“The enthusiasm, commitment and hard work of the theatre company’s members made it possible to share a message of unity and tolerance with students. The audience, which had to be won over, ended up joyfully applauding the entire cast and the performances of the amateur actors.”*

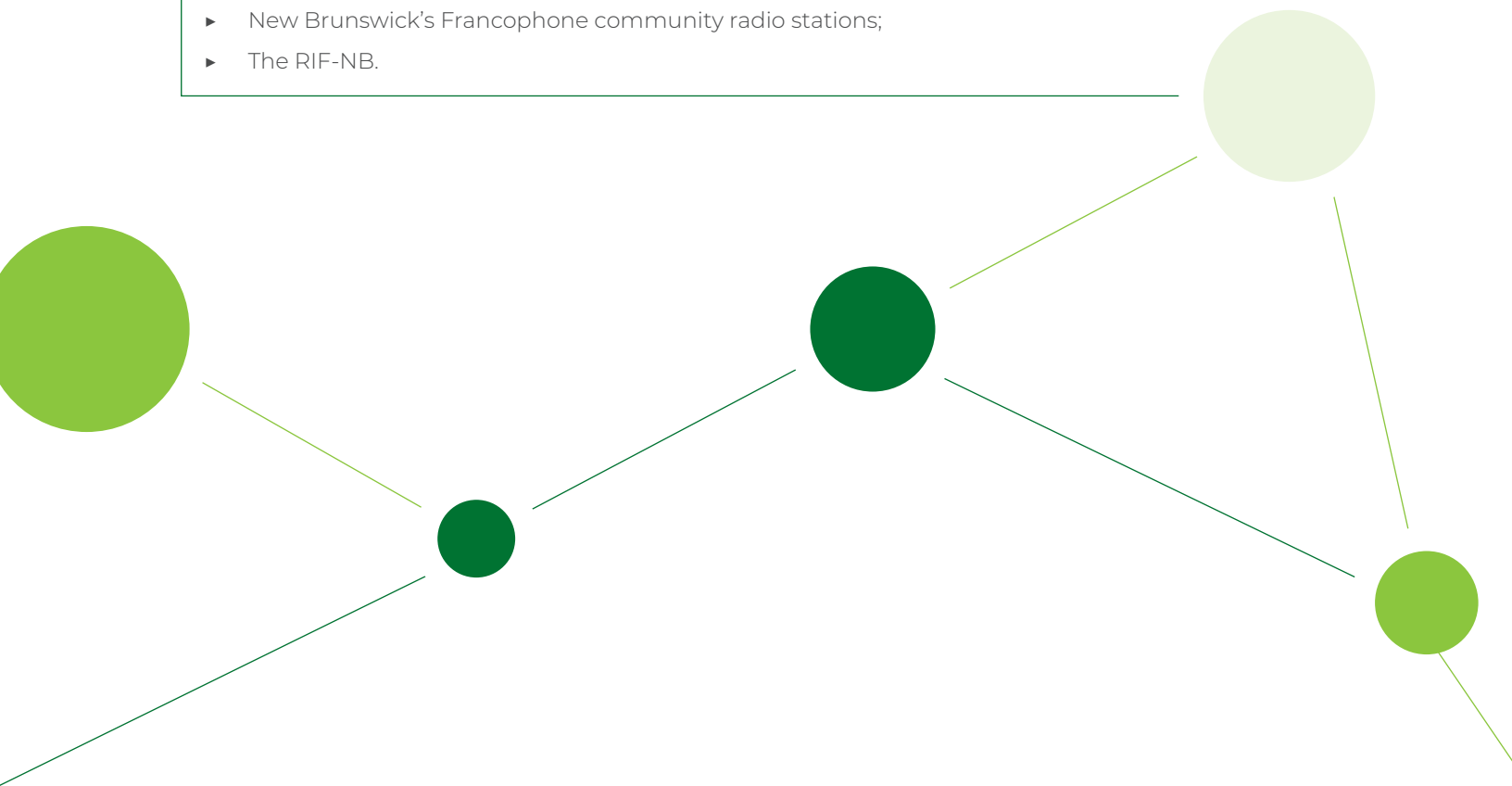
New Brunswick’s Francophone arts and culture community has been called upon and mobilized to support Francophone immigration.

4. What are [É + Im] Migrant.e.s? Emigrants (émigrants and émigrantes in French) leave their country of origin, whereas immigrants (immigrants and immigrantes in French) arrive in their host country. They abandon one life in search of a new one.

## Success Factors

### Numerous partners contributed to the success of the project:

- ▶ The CPSC and its members:
  - ▶ The Cercle culturel et historique Hilarion-Cyr inc.;
  - ▶ The Maison de la Culture inc.;
  - ▶ The Société culturelle de la Baie des Chaleurs;
  - ▶ The Société culturelle Centr'Art;
  - ▶ The Société culturelle des Hauts-Plateaux;
  - ▶ The Société culturelle Kent-Nord;
  - ▶ The Société culturelle Kent-Sud;
  - ▶ The Société culturelle Nigawouek;
  - ▶ The Société culturelle régionale Les Chutes;
  - ▶ The Société culturelle régionale Népisiguit;
  - ▶ The Société culturelle de Saint-François;
  - ▶ The Société culturelle Sud-Acadie;
  - ▶ The Société culturelle de la Vallée de Memramcook;
  - ▶ The Société culturelle de Baie-Sainte-Anne;
  - ▶ The Société culturelle des Tracadilles;
  - ▶ The Société culturelle régionale de Kedgwick;
  - ▶ The Société culturelle de la grande région de Rogersville;
  - ▶ The Festival acadien de Caraquet (associate member). ;
- ▶ The Festival international slam/poésie en Acadie;
- ▶ New Brunswick's Francophone community radio stations;
- ▶ The RIF-NB.



## 20. Francophone Immigration Week

### Atlantic Canada



 [vivreenacadie.ca](http://vivreenacadie.ca)

 @VivreEnAcadie

 @rifnb\_officiel

#### The Issue

In light of the demographic challenges facing Canada's four Atlantic provinces, the Société Nationale de l'Acadie (SNA) identified immigration as one of its priorities in 2009. A conference organized that same year focussed on the question of Francophone immigration in Atlantic Canada and recommended creating a mechanism for supporting collaboration across the entire region.

The Comité atlantique sur l'immigration francophone (CAIF) was the mechanism that ultimately emerged from these discussions. This committee brings together Francophone immigration stakeholders from across Atlantic Canada, representing the SNA's member organizations, governments, and community organizations active in immigration and economic development. The committee provides its members with an opportunity to exchange ideas, establish partnerships, share resources, work on shared issues and speak with one voice in order to facilitate the implementation of the Strategic Plan to Foster Immigration to Francophone Minority Communities in Atlantic Canada.

Furthermore, despite the measures put in place by each of the Atlantic provinces to support the economic, social, cultural and educational integration of immigrants, the need to raise awareness of Francophone immigration among all citizens of the region has emerged as a common challenge facing all four provinces. In its action plan, the CAIF has therefore identified building awareness of Francophone immigration as a key objective.

#### The Solution

A campaign titled "Francophone Immigration, a Source of Strength in Acadia!" sought to **highlight the contributions made by French-speaking newcomers in Atlantic Canada**. In order to promote the campaign and ensure it had maximum impact, Francophone Immigration Week in Atlantic Canada was launched and held annually from 2012 to 2014. This initiative aimed to **raise awareness of diversity and inclusion among Francophones** by organizing various activities in the different Atlantic provinces. These activities made it possible to:

- ▶ Provide citizens with key points for reflection;
- ▶ Propose ways of making people more open to the realities of immigration;
- ▶ Spark debate on ideas and initiatives;
- ▶ Help people to recognize and combat prejudice;
- ▶ Encourage all citizens to take steps in support of integration.

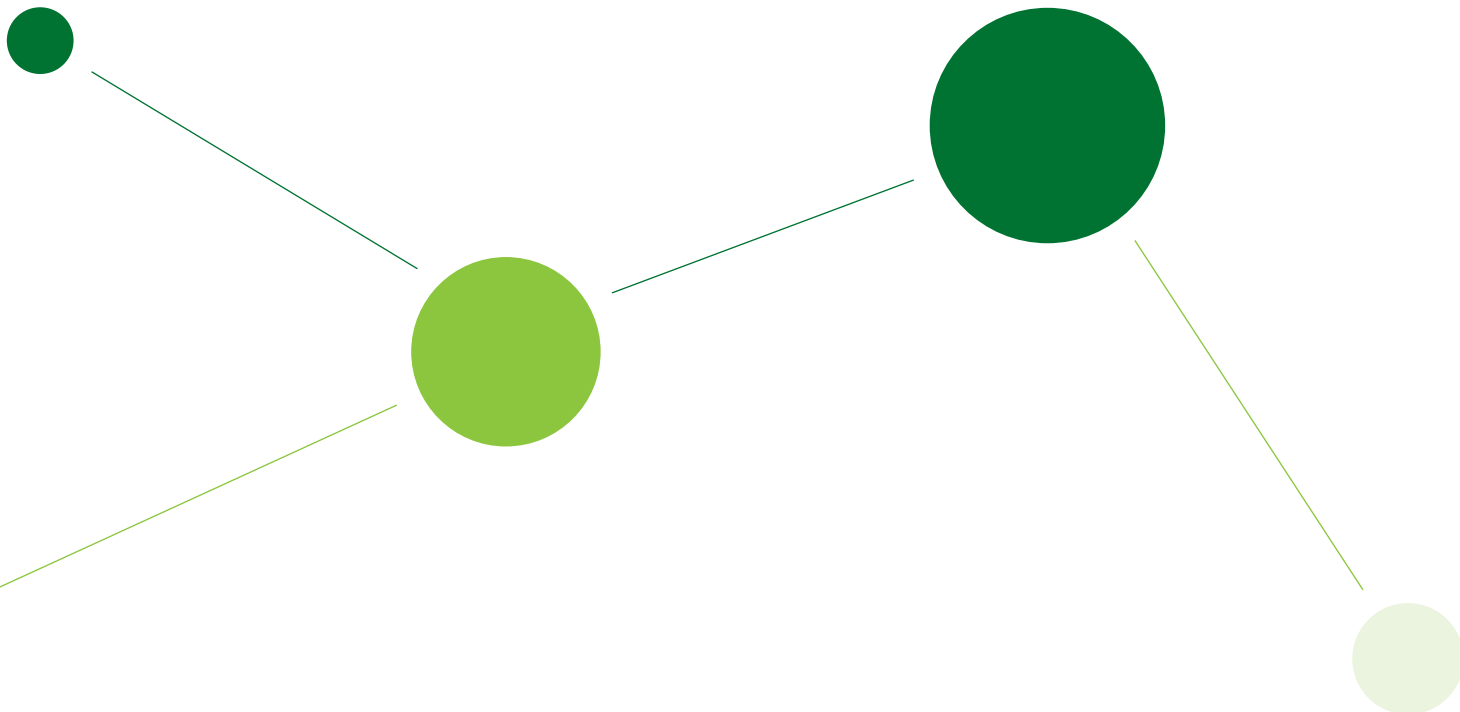
## Impacts

The awareness message was well received by the public, especially as it related to the importance of immigration for community vitality. This promising initiative has attracted significant interest from Réseaux en immigration francophone (RIFs) in other provinces and territories. Furthermore, the Fédération des communautés francophones et acadienne (FCFA) du Canada has decided to transform it into a national event.

National Francophone Immigration Week provides an opportunity for Francophones of all origins to come together and engage in discussion. Every year, during the first week of November, some one hundred local, provincial and national activities now take place across Canada.

### Success Factors

- ▶ In 2018, at the national level, more than 200 partners helped organize activities and more than 4400 people participated.
- ▶ The variety of activities increases the impact on different segments of the population and the recurring flagship activities remain very popular year after year.
- ▶ Each year, media interest and partnerships lead to daily coverage of immigrants and their experiences in multiple provinces throughout the week-long event.
- ▶ The unifying activities provide unique opportunities to forge ties between newcomers and host communities.





# E

## Consultation, Mobilization and Coordination

## 21. Increasing Partnerships and Extending Influence

### Saskatchewan



 [rif-sk.ca](http://rif-sk.ca)

 @RIFsask

 @sk\_rif

 @rif\_sk

#### The Issue

Réseaux en immigration francophone (RIFs) work with Francophone minority communities, that is to say communities located in provinces and territories with a majority English-speaking population and where most organizations, institutions, businesses and municipalities active in the immigration sector work and communicate in English. Very often, immigration stakeholders have many years of experience and have developed significant expertise.

Provincial associations and especially Local Immigration Partnerships (LIPs) organize workshops and conferences, while also developing and publishing reference documents and tools that are often of very high quality. These publications

can serve to enlighten and inspire Francophone immigration stakeholders. They can also support the efforts of RIF members. Likewise, French-language publications can contribute to the larger community and inspire majority-language stakeholders.

Is it possible to collaborate with the members of English-language LIPs while maintaining and strengthening an approach to immigration developed by and for Francophones?

#### The Solution

The Réseau en immigration francophone de la Saskatchewan (RIF-SK) was willing to bet not only that collaborating with the province's English-language LIPs and immigration organizations would help it acquire new knowledge and skills, but also that harmonious relations with these groups would lead to better referrals to Francophone services for Francophone immigrants.

The RIF-SK and its Coordinator therefore launched three new initiatives in pursuit of the organization's objectives.

#### 1. Participation in the "Intercultural realities in Saskatchewan" event at the 2018 Congress of the Humanities and Social Sciences

In an effort to promote the organization's mandate, the Coordinator of the RIF-SK participated in the "Intercultural realities in Saskatchewan" event at the 2018 Congress of

the Humanities and Social Sciences.

The event provided the RIF-SK with an opportunity to highlight the cross-cultural dimension of its work with the Anglophone majority as a Francophone organization in a minority context. The activity was also a chance to remind participants of the RIF-SK's structure and especially its mandate, as well as to discuss a concrete example of its work coordinating the efforts of immigration stakeholders.

Specifically, the Coordinator discussed adding a Francophone perspective to the development of settlement services maps by the Saskatchewan Association for Immigrant Settlement and Integration Agencies (SAISIA), the umbrella association for settlement service providers in the province. Settlement services maps are diagrams intended to help Anglophone and Francophone service providers better direct Francophone immigrants to the resources they need.

The event was organized by the Cité universitaire Francophone's Centre canadien de recherche sur les francophonies en milieu minoritaire (CRFM), a decision-making member of the RIF-SK, as part of the Congress organized by the Federation for the Humanities and Social Sciences and the University of Regina.

The round-table discussion provided an opportunity to publicly showcase the RIF-SK's role as a key mechanism for fostering collaboration between stakeholders in the immigration sector. Moreover, the organization has been able to leverage initiatives to increase the impact of its members at the provincial level. Finally, the **RIF-SK often serves as a sort of intercultural laboratory that can test innovative measures for supporting Francophone immigration in Saskatchewan.**

## 2. The "Espace Immigration Area" Initiative

Every year, Saskatoon's Heritage Festival, a member of the Multicultural Council of Saskatchewan (MCoS), celebrates the city's rich heritage at the Western Development Museum.

In 2018, the festival chose "Diversity" as its theme, leading the RIF-SK to propose creating a new space dedicated to showcasing how immigration has contributed and continues to contribute to the province's heritage.

The bilingual "Espace Immigration Area" hosted two exhibitions dealing with the history and future of immigration, as well as activities for both adults and younger audiences. The initiative also provided an opportunity to **highlight the engagement of participating organizations in supporting diversity and immigration.** In total, 4,000 people visited the "Espace Immigration Area."

The Association des parents francophones, the Conseil des écoles francsaskoises, and the Société historique de la Saskatchewan (all members of the RIF-SK) brought their support, passion, engagement and energy to the event.

Benefits provided by the initiative include the recruitment of seven new immigrant volunteers, recognition of the role played by the RIF-SK and a seat on the Heritage Festival's board of directors. Furthermore, the Assemblée communautaire francsaskoise (ACF) has begun to formally award certificates of recognition to volunteers.

Next year, the initiative will not only be repeated but also expanded to include a separate Francophone space.

## 3. Newcomer Employment Week

The Regina Region Local Immigration Partnership (RRLIP) sought out the collaboration of the RIF-SK in organizing Regina's very first Newcomer Employment Week. As a result, the event included a Francophone perspective. It also brought together stakeholders from the employment sector, making it possible to **connect newcomers with employers and service providers.**

Thanks to the inclusion of a francophone perspective, the ACF and the Conseil économique et coopératif de la Saskatchewan (CÉCS)—both members of the RIF-SK—were able to seize the opportunity to raise awareness in the community regarding employment opportunities for Francophone newcomers and of the challenges they face; to direct Francophone newcomers toward appropriate support programs and employment opportunities; to connect employers with Francophone newcomers seeking employment; to highlight the pool of

bilingual professionals seeking employment; and to raise awareness among employers about newcomers and the added value of bilingualism.

Several other partners helped the RRLIP with the event, including the Regina Immigrant Women Centre, the Regina Open Door Society's Employment Services Program, Saskatchewan Labour Market Services, the Regina Public Library and the City of Regina's Community Services Department.

The experience provided a lesson on the importance of including an evaluation component in such an initiative, in order to be able to demonstrate its impact on newcomers. The initiative will be repeated next year.

### Impacts

Collaborative projects and participation in specific events allow the RIF-SK to raise its profile and gain recognition as a key immigration stakeholder.

The relationships established with Anglophone partners encourage the latter to develop a reflex for including a Francophone perspective in their initiatives, thereby demonstrating the value of Francophone immigration to the general public.

Over the long term, these relationships can also help streamline the process of referring Francophone immigrants to French-language services.

### Success Factors

The commitment of Francophone partners that allocated human resources to the initiative was a key factor in its successful completion.

## 22. A White Paper on Francophone Immigration

### New Brunswick



 [rifnb.info](http://rifnb.info)

 [@RIFNB.pageofficielle](https://www.facebook.com/RIFNB.pageofficielle)

 [@rifnb\\_officiel](https://twitter.com/rifnb_officiel)

### The Issue

How does immigration meet the needs of our communities and of immigrants themselves? Is Acadian New Brunswick truly a welcoming place? Once immigrants arrive, how can we ensure that they remain in the region? Are all partners working effectively toward a common goal? In terms of Francophone immigration, do New Brunswick's Francophone communities face distinct challenges?

These are some of the key issues that were on minds of Francophone immigration stakeholders in New Brunswick during 2017–2018.

## The Solution

In collaboration with the Réseau en immigration francophone du Nouveau-Brunswick (RIF-NB), the Société de l'Acadie du Nouveau-Brunswick (SANB) launched a province-wide community consultation leading to the release of the *Livre blanc sur l'immigration francophone au Nouveau-Brunswick*, a white paper on Francophone immigration in New Brunswick.<sup>5</sup>

The white paper begins by **describing the issues facing Francophone communities** in their efforts to attract, settle and integrate Francophone immigrants, as well as the obstacles faced by these immigrants in their host regions. The document goes on to propose a series of priority measures to be taken by government and by New Brunswick's Francophone communities.

**The white paper is divided into three main sections:**

- ▶ The first section presents a contextual analysis, covering the relevant historical context, legal frameworks and contemporary issues. It also provides an overview of the main government initiatives supporting Francophone immigration in New Brunswick.
- ▶ The second section describes the current state of affairs from the perspective of immigrants, communities and partners.
- ▶ Finally, the third section identifies a series of eight priority action areas, addressing issues such as:
  - ▶ Eliminating barriers to the recognition of professional qualifications;
  - ▶ Accelerating the school-to-work transition for international students;
  - ▶ Launching a recurring province-wide awareness campaign aimed at communities and employers;
  - ▶ Launching initiatives to make it easier for immigrant entrepreneurs to take over Acadian businesses, especially a program to efficiently match immigrant entrepreneurs with Acadian entrepreneurs seeking to sell their businesses;
  - ▶ Implementing rural and urban transportation projects that facilitate the mobility of immigrants and that encourage the engagement of municipalities in efforts to welcome and integrate Francophone immigrants;
  - ▶ Reorganizing the RIF-NB;
  - ▶ Implementing government policies that reflect the needs and realities of Francophone newcomers;
  - ▶ Introducing remedial measures with respect to Francophone immigration.

## Impacts

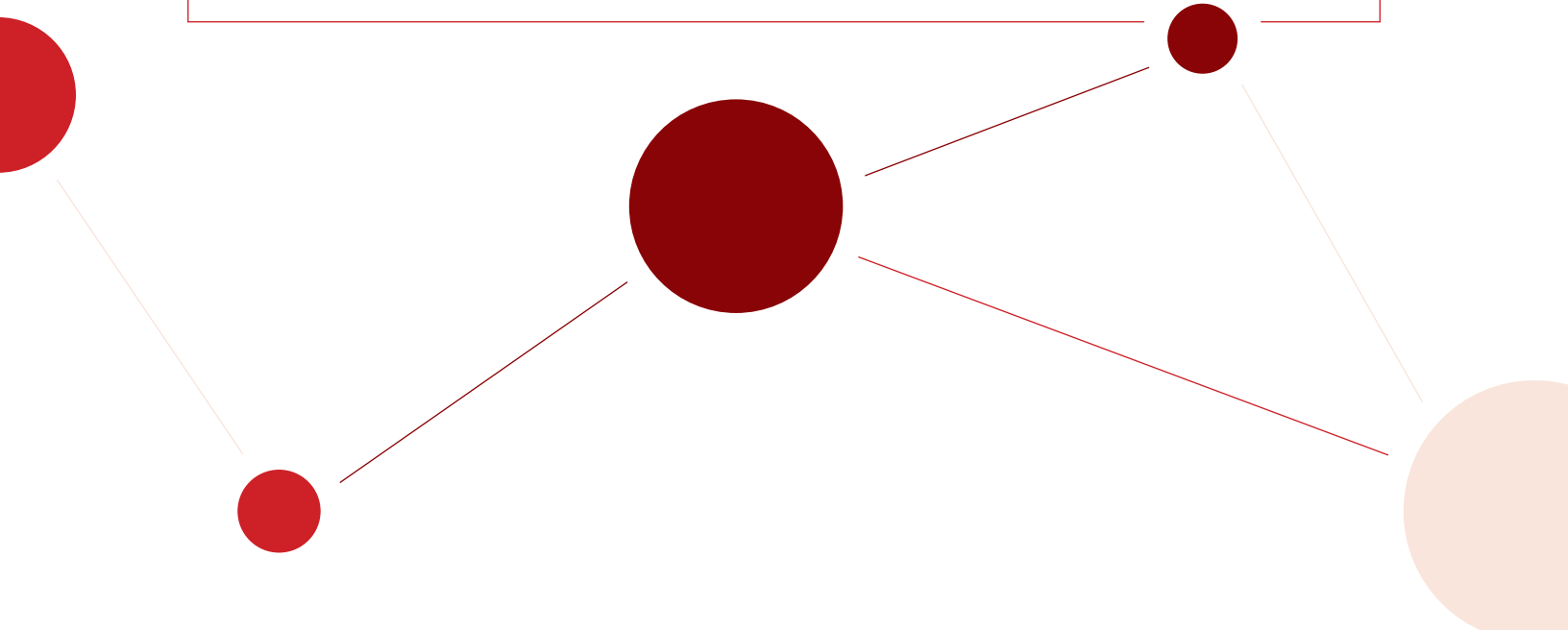
Released in 2018, the *Livre blanc sur l'immigration francophone au Nouveau-Brunswick* serves as a position paper for a community facing the collective challenge of Francophone immigration. Hopefully, the relevant community and government partners can work together to take necessary measures corresponding to the eight priority action areas described in the document.

<sup>5</sup> The document is available online at [http://sanb.ca/wp-content/uploads/2018/07/SANB\\_LivreBlanc\\_WEB.pdf](http://sanb.ca/wp-content/uploads/2018/07/SANB_LivreBlanc_WEB.pdf)

## Success Factors

All members of the RIF-NB participated in the initiative:

- ▶ The Association francophone des aînés du Nouveau-Brunswick;
- ▶ The Association francophone des municipalités du Nouveau-Brunswick;
- ▶ The Association francophone des parents du Nouveau-Brunswick;
- ▶ The Multicultural Association of Fredericton;
- ▶ The Restigouche Multicultural Association;
- ▶ The Multicultural Association Chaleur Region;
- ▶ The Centre d'accueil et d'accompagnement des Francophones immigrants du sud-est du Nouveau-Brunswick;
- ▶ The Saint John Newcomers Centre;
- ▶ The North West Resource Center for Newcomers;
- ▶ The Collège communautaire du Nouveau-Brunswick (CCNB);
- ▶ The Comité d'accueil, d'intégration et d'établissement des nouveaux arrivants de la Péninsule acadienne;
- ▶ The New Brunswick Multicultural Council;
- ▶ The Conseil provincial des sociétés culturelles;
- ▶ The District scolaire francophone Sud;
- ▶ The Fédération des conseils d'éducation du Nouveau-Brunswick;
- ▶ The Hive;
- ▶ The Réseau de développement économique et d'employabilité du Nouveau-Brunswick;
- ▶ The Université de Moncton.



## 23. Consultations for Better Collaboration... One RIF Member at a Time

### Yukon



**AFY**



[direction-yukon.ca](http://direction-yukon.ca)



@Direction.Yukon

### The Issue

Ensuring that the members of a Réseau en immigration francophone (RIF) work together and encouraging their engagement often prove major challenges for the RIFs themselves and for the individuals responsible for coordinating their activities. In Yukon, the situation is made even more acute by the fact that members of the Réseau en immigration francophone du Yukon (RIFY) face many competing demands. The same partners are often asked to serve on the various committees representing the territory's Francophone community. Given the wide range of issues to be addressed, Francophone immigration is not always a top priority for these organizations.

How can the RIFY ensure better cooperation among its members on issues related to Francophone immigration, while respecting their distinct mandates? How can the RIFY make its partners

better aware of issues related to Francophone immigration in Yukon? How can the RIFY better meet its partners' expectations and vice versa?

### The Solution

During the summer of 2017, the Coordinator of the RIFY embarked on a consultation tour, organizing a separate personalized consultation with each member. The meetings aimed to establish the place of Francophone immigration in each organization's programming, discuss the specific issues faced by the organization and identify projects that could be integrated into the RIFY's action plan. The organizations were also asked about the format and frequency of meetings, as well as about ways of improving the effectiveness of communication among members.

**Following each consultation, the Coordinator prepared a summary of the discussion that addressed the following points:**

- ▶ Interest in Francophone immigration;
- ▶ Strategies for developing partnerships between RIFY members;
- ▶ Issues and potential projects to be added to the RIFY's joint action plan;
- ▶ Optimizing the RIFY's meeting spaces;
- ▶ Communications.

### Impacts

The consultation tour has led to:

- ▶ Increased awareness and motivation among members in terms of integrating immigration into their respective programming;
- ▶ Improvements to subsequent RIFY meetings based on feedback received during the personalized consultations;
- ▶ The launch of a new initiative as part of the programming for National Francophone Immigration Week 2018.

### Success Factors

The willingness of all RIFY members to meet with the Coordinator proved to be a key ingredient for success:

- ▶ The Association franco-yukonnaise;
- ▶ The Comité francophone catholique de Whitehorse;
- ▶ The Commission scolaire francophone and École Émilie-Tremblay;
- ▶ The Garderie du petit cheval blanc;
- ▶ The EssentiElles;
- ▶ The Partenariat communauté en santé.

## 24. Consulting Immigrants to Improve the Integration Process

### Manitoba



### The Issue

The mandate of a Réseau en immigration francophone (RIF) includes identifying the needs of immigrants in order to ensure that available services allow these individuals to successfully complete their social and economic integration within a Francophone community. The aim is for immigrants to find the integration and inclusion process obstacle-free and as smooth as possible. It therefore only makes sense to directly consult people who have completed the integration process in order to find out more about obstacles and success factors.

### The Solution

The members of the Réseau en immigration francophone du Manitoba (RIF-MB)—especially the members of its sector committee responsible for reception, settlement and integration—wanted to improve their knowledge and understanding of immigrants' needs, while also undertaking an **in-depth examination of established practices related to reception, settlement and integration**. The partners therefore decided to organize a focus group made up of recent immigrants to Manitoba, who attended a one-day consultation session designed to provide a better understanding of newcomers' aspirations and the challenges they face, as well as to engage focus group members in the search for solutions.

**This approach allowed the members of the sector committee to confirm several points:**

- ▶ French plays an important role in the lives of Francophone immigrants.
- ▶ Learning English is essential for securing employment.
- ▶ A lack of time and financial

- ▶ resources is a barrier to community engagement for newcomers.
- ▶ Francophone immigrants prefer to access services in French, but French-language services are not always available.
- ▶ Certain Anglophone or bilingual reception centres sometimes fail to provide information on services available in French.

## Impacts

The participating organizations became better aware of the issues facing newcomers and adapted their programs and services in light of the recommendations they received from the focus group.

Focus group participants had an opportunity to discuss key aspects of the integration process, factors that made it easier, and barriers to their integration.

Focus group participants appreciated being invited to the consultation session and noted that the activity helped them feel more attached to the community.

## Success Factors

- ▶ The event's success was ensured by the collaborative leadership demonstrated by the sector committee. Multiple members were involved in providing event facilitation services, the venue and the meal, as well as in preparing the post-event report:
  - ▶ The Centre culturel franco-manitobain;
  - ▶ The Conseil jeunesse provincial;
  - ▶ The Société de la francophonie manitobaine (SFM) and its Réseau Communautaire;
  - ▶ The Fédération des parents du Manitoba;
  - ▶ The Centre d'information 233-Allô;
  - ▶ The Government of Manitoba's Bilingual Service Centres;
  - ▶ The City of Winnipeg.



## 25. Increasing Collaboration to Better Serve Francophone Immigrants

### Northwest Territories



#### The Issue

The social and cultural integration of immigrants and their families is essential to improving their quality of life and providing them with a sense of belonging to a community or region. Community connection activities not only help immigrants find their bearings in a new community, but also allow them to build a social and professional network. Such integration activities often lead to greater civic and community engagement on the part of immigrants. Furthermore, most Francophone immigrants have a need to develop their English-language skills. However, smaller communities with limited resources can sometimes have difficulty organizing activities to support social and cultural integration. To increase their capacity for welcoming Francophone immigrants and to better serve Francophone newcomers, these communities often have to rely on formal or informal mechanisms for collaborating with Anglophone settlement organizations.

#### The Solution

The Centre d'accueil d'Immigration francophone aux Territoires du Nord-Ouest, a member of the Réseau en immigration francophone des Territoires du Nord-Ouest (RIF-TNO), plays a leading role in the social and cultural integration of immigrants. With an eye to maximizing impacts and resources, the organization has partnered with Yellowknife's Literacy Outreach Centre to coordinate joint activities.

For example, in 2017, the Centre d'accueil d'Immigration francophone recognized the benefits of organizing an awareness session for newcomers with the Royal Canadian Mounted Police (RCMP), in order to clarify the role of the police and overcome any prejudices that might exist. Some newcomers may unconsciously have a negative perception of relations with law enforcement authorities. The same holds true for the attitudes of some police officers toward newcomers. In collaboration with the Literacy Outreach Centre, **an awareness workshop was organized with the RCMP**. One of the participating RCMP officers provided

translations for Francophone immigrants. Participants were also given a tour of the Legislative Assembly and the Prince of Wales Northern Heritage Centre.

Aurora College and the Literacy Outreach Centre provided free transportation and the partners worked together to create a shared promotional poster.

## Impacts

A total of 25 newcomers participated in the event held on April 24, 2017.

Participants were captivated by their tour of the Legislative Assembly, a place of power that ensures respect for the law.

### Success Factors

The project benefitted from collaboration and resource sharing among all members of the RIF-TNO:

- ▶ The Centre d'accueil francophone;
- ▶ The Collège nordique francophone;
- ▶ The Fédération franco-ténoise;
- ▶ The Coordinator of the RIF-TNO.

The project also benefitted from the contributions of outside partners:

- ▶ Aurora College;
- ▶ The Literacy Outreach Centre;
- ▶ The Royal Canadian Mounted Police.





● In partnership with ●



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