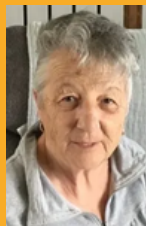


ACTING TOGETHER FOR THE FRANCOPHONIE



***Annual Forum of the Réseau en Immigration
Francophone du Nouveau-Brunswick***

2nd edition / May 18 and 19, 2022

RÉSEAU en
IMMIGRATION
FRANCOPHONE
du NOUVEAU-BRUNSWICK



ONB
Opportunities | Opportunités NB

L'immigration
francophone *j'y crois!*



Immigration, Réfugiés
et Citoyenneté Canada

Immigration, Refugees
and Citizenship Canada

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THE CONTEXT

Today, 32% of New Brunswickers speak French. This is a low proportion, which is all the more worrying because it is declining year after year. The consequences of this decline are worrisome: employers are finding it increasingly difficult to recruit Francophone staff, and entire Francophone minority communities could simply disappear...

It is in this context that the 2nd Annual Forum of the New Brunswick Francophone Immigration Network opened on May 18 and 19, 2022, with immigration as a way to "Act together for the Francophonie", the theme chosen for this year. By organizing this forum, which is an annual meeting, the RIFNB aims to bring together the key players in the advancement of Francophone immigration, with the ultimate goal of implementing a collective strategy to promote and prosper the Francophonie in the province.

Attracting, receiving and retaining Francophone immigrants is more than ever a collective responsibility. This report was therefore designed to help all those who wish to take action, whether at the political or economic level, within their organization, or more generally as citizens.

In the following pages, you will find references, tools and also examples of inspiring good practices shared during this forum, so that you can all, in your own way, join the movement, take part in the actions implemented and become allies of Francophone immigration.



WORKSHOP 1

Acting together Where will Acadia be in 10 years?

"The economic, demographic and socio-cultural benefits of immigration are more limited for the province of New Brunswick and for Francophone communities, because of historically lower levels of immigration!" The tone is set. To take stock of immigration in Acadia and New Brunswick, the RIFNB invited Guillaume Deschênes-Thériault, a doctoral student in political science at the University of Ottawa and a councillor for the municipality of Kedgwick.

After recalling how immigration was closely linked to employment policies and the country's demographic growth, Guillaume Deschênes-Thériault insisted on New Brunswick's lag in immigration. While 21% of Canada's population was born abroad (i.e. more than one person in five), this proportion drops to 5% in New Brunswick. *"And if we consider only the French-speaking population, only 2% are foreign-born,"* he said.



WORKSHOP 1

The reason: New Brunswick's immigration policies are relatively recent compared to other provinces such as Quebec. Quebec, for example, has had an immigration department since 1968, but it was not until the early 2000s that New Brunswick began to really address the issue of immigration (general immigration and Francophone immigration went hand in hand at that time).

It was about time, given NB's demographic decline, marked by an aging population and negative net migration. Changes in the francophone population are even more worrisome, as it is following an even slower curve, increasing by only 8.8% in NB (compared to 33.5% in Canada as a whole) from 2016 to 2021.



Immigration Policy in New Brunswick - Chronology

- **2008:** First population growth strategy "Be our future".
-
- **2014-2017:** Second Population Growth Strategy.
-
- **2017:** Canada-New Brunswick Immigration Agreement.
-
- **2019-2024:** Third Population Growth Strategy.

WHILE IN 1971, ONE-THIRD OF NEW BRUNSWICK'S POPULATION WAS FRENCH-SPEAKING (33.9%), IN 2016, THIS PROPORTION WAS ONLY 31.8%

Francophone immigration at the heart of three population growth strategies

According to Guillaume Deschênes-Thériault, 2008 marked a turning point in the history of Francophone immigration to New Brunswick. It was in fact that year that the first population growth strategy for New Brunswick was published, under the title "Be our future". This strategy called for "investments to increase Francophone immigration through partnerships with communities, businesses and the federal government. It also stated that *"the provincial government will seek the commitment of the federal [government] to help attract and retain more Francophone immigrants."*

In 2014, a new population growth strategy was made official, *"accompanied by an action plan for Francophone immigration. The first of its kind in NB!"* says Guillaume Deschênes-Thériault. *"It was also that year that New Brunswick set the objective of reaching 33% Francophone immigration by 2020 for all programs,"* thus specifying the objective of 4.4% Francophone immigration set at the national level, outside of Quebec, adopted in 2003 (but still not reached to this day). In 2019, the third growth strategy brought a nuance, aiming at a target of 33% Francophone candidates by 2024. *"This is an important nuance"*, Guillaume Deschênes-Thériault points out, because it relies on the "Provincial Nominees" programme, a programme over which the province has real influence in terms of selection (unlike the other programmes, which are managed by the federal government).

The current context

A new Action Plan for Official Languages will be published for the period 2023-2028. The national

WHERE WILL ACADIA BE IN 10 YEARS?

Francophone immigration strategy expires next year. Bill C13 referring to the Official Languages Act in Canada is underway.

"It should also be noted that the federal target of 4.4% of Francophone immigrants [outside Quebec] will expire in 2023. In 2003, when this target was set, the objective associated with it was to maintain and even increase the demographic weight of Francophone communities across the country. But, at the time, no study had been done to determine whether a target of 4.4% would succeed in achieving the objectives associated with it! Recent studies by the Office of the Commissioner of Official Languages of Canada and the FCFA of Canada show that even reaching a target of 4.4% in 2001 (1) would never have made it possible to maintain the demographic weight of Francophone communities. It would only have slowed the decline."

In New Brunswick, the admission of 1,000 more Francophone permanent residents per year would have made it possible to reach the 33% target for Francophone immigrants.

Less than 30% Francophones in NB in the next 10 years...

According to the reference scenario, the Francophone population outside Quebec would continue to decline. While in 1971 the Francophone population represented 6.1% of the population outside Quebec, it was only 3.8% in 2016. *"If these trends continue, the decline would continue to reach 3.1% in 2036"* (2). In New Brunswick, the projections show a similar downward curve: whereas in 1971, one third of the population of New Brunswick was French-speaking (33.9%), in 2016 this proportion was only 31.8%. *"In the scenario where Francophone immigration at the national level remains below 3%, the decline of the Francophone population in NB would continue to reach approximately 28.4%*

Consideration of the importance of Francophone immigration to NB

Until the early 2000s, immigration and Francophone immigration went hand in hand.

The issue of Francophone immigration and its impact on Francophone minority communities only emerged two decades ago.

1991: Publication of a study commissioned by the FCFA: "Les Communautés francophones et acadiennes du Canada face au pluralisme".

2001-2002:

- Publication of the "Let's Talk" report by the Dialogue working group.
- New Immigration and Refugee Protection Act.
- Studies by the Office of the Commissioner of Official Languages.
- Creation of the CIC-FMC Committee.

2003:

- First five-year action plan for official languages.
- Strategic Framework to Foster Immigration to the Communities.

2006: Strategic Plan to Foster Immigration to Francophone Minority Communities.

WORKSHOP 1

Funding for Francophone immigration

"It is mainly through the funding of the Action Plans for Official Languages that a Francophone immigration sector has been structured," explains Guillaume Deschênes-Thériault.

Action Plan for Official Languages 2003-2008: \$9M

Roadmap 2008-2013: \$20M over 5 years

The Official Language Minority Communities Immigration Initiative is funding:

- Promotion and recruitment activities in Canada and abroad;
- Coordination and consultation activities with key stakeholders;
- Statistical data development, research and knowledge sharing projects;
- Settlement services for French-speaking immigrants.

10M over 5 years to Apeca (Atlantic Canada Opportunities Agency) to support Francophone immigration specifically to New Brunswick.

In 2018, a new Action Plan up to 2023 was released, providing \$40.8M in new investments. *"This allowed for the funding of the Welcoming Francophone Communities initiative, among others,"* said Guillaume Deschênes-Thériault.

in 2036 (...) with consequences in the communities, in the businesses that have important labour needs, and even in the schools: a few percentage points can make a difference in the number of classrooms..."

Francophone immigration: a solution to turn the curve around.

However, Guillaume Deschênes-Thériault is reassuring: *"The projections show that this decline is not an end in itself, and that Francophone immigration in particular can influence the curves. For example, if all the other factors remained constant at the national level outside Quebec (aging of the population, birth rate, etc.), and the level of Francophone immigration was modified, we would see an increase in the Francophone population, and we could even return to growth".* Thus, **projections show that a target of 6% of Francophone immigrants would allow the decline to be slowed down and that a target of 8% would lead to the demographic weight of the Francophone population outside Quebec being maintained.** *"If we want to get back on the growth track, projections show that we should have about 10% Francophone immigration".*

However, reaching this 10% objective would have a very different impact depending on the province. The majority of Francophone permanent residents who immigrate outside Quebec choose to settle in Ontario (58.1%); only 9.7% of PRs choose New Brunswick.

*"Even if this 10% objective were achieved at the national level outside Quebec, there would still be a decline in the Francophone population in NB (see chart below). This tells us that, **although the actions taken at the federal level have an impact on the demographic weight of the Francophone population in New Brunswick, it remains limited.***

WHERE WILL ACADIA BE IN 10 YEARS?

We need to think about ways to substantially increase Francophone immigration to New Brunswick"

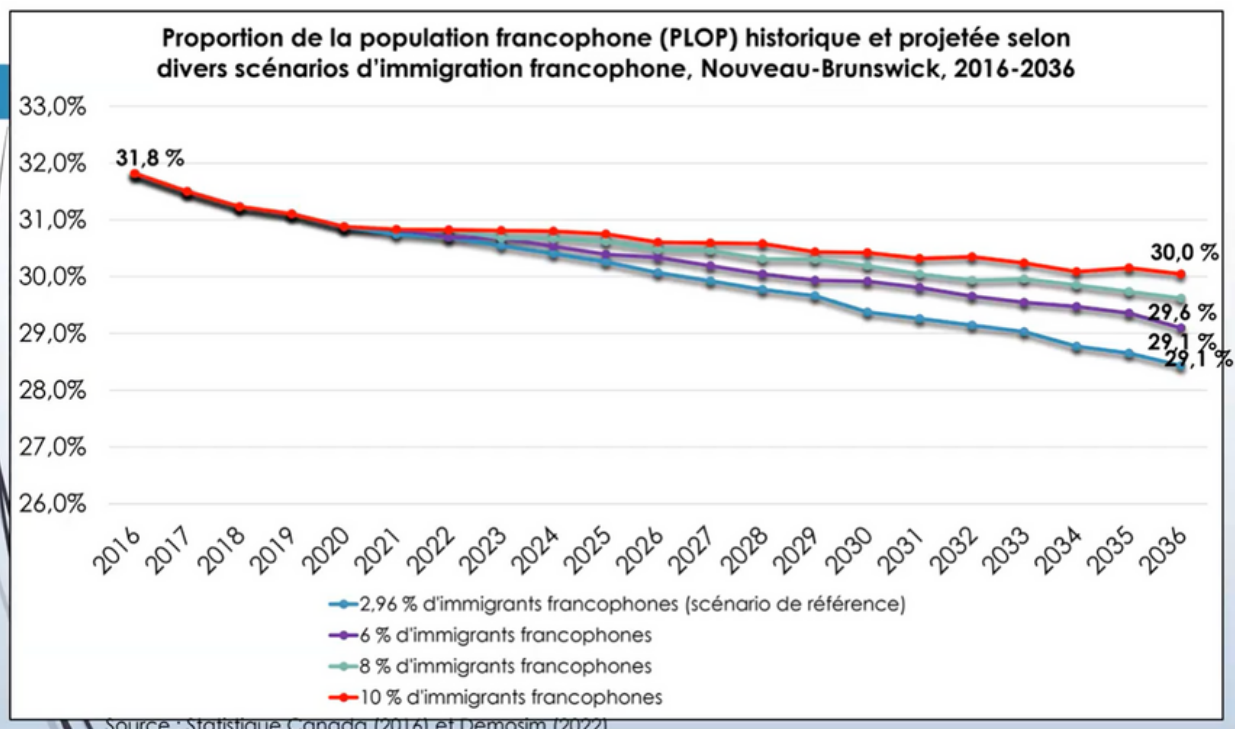
Studies mandated by the SNA will make it possible in the coming months to produce personalized demographic projections for New Brunswick.

Solutions to increase Francophone immigration to New Brunswick

"Immigration is a shared jurisdiction, but with a preponderance of the federal government. For example, it is at the federal level that the number of permanent residents admitted to the country each year is set."

Immigration programs can be divided into three categories:

- **Economic Immigration** (some of this is managed by the federal government, but this category also includes the Provincial Nominee Program over which New Brunswick has the most control)
- **Family Sponsorship** (managed by the federal government)
- **Refugees, Protected Persons, Humanitarian and Compassionate and Other.**



Proportion of historical and projected Francophone population under various Francophone immigration scenarios - New Brunswick 2016-2036

Even if the 10% target were reached at the national level outside of Quebec, there would still be a decline in the Francophone population in NB.

WORKSHOP 1

In New Brunswick, the main pathways for permanent residents are :

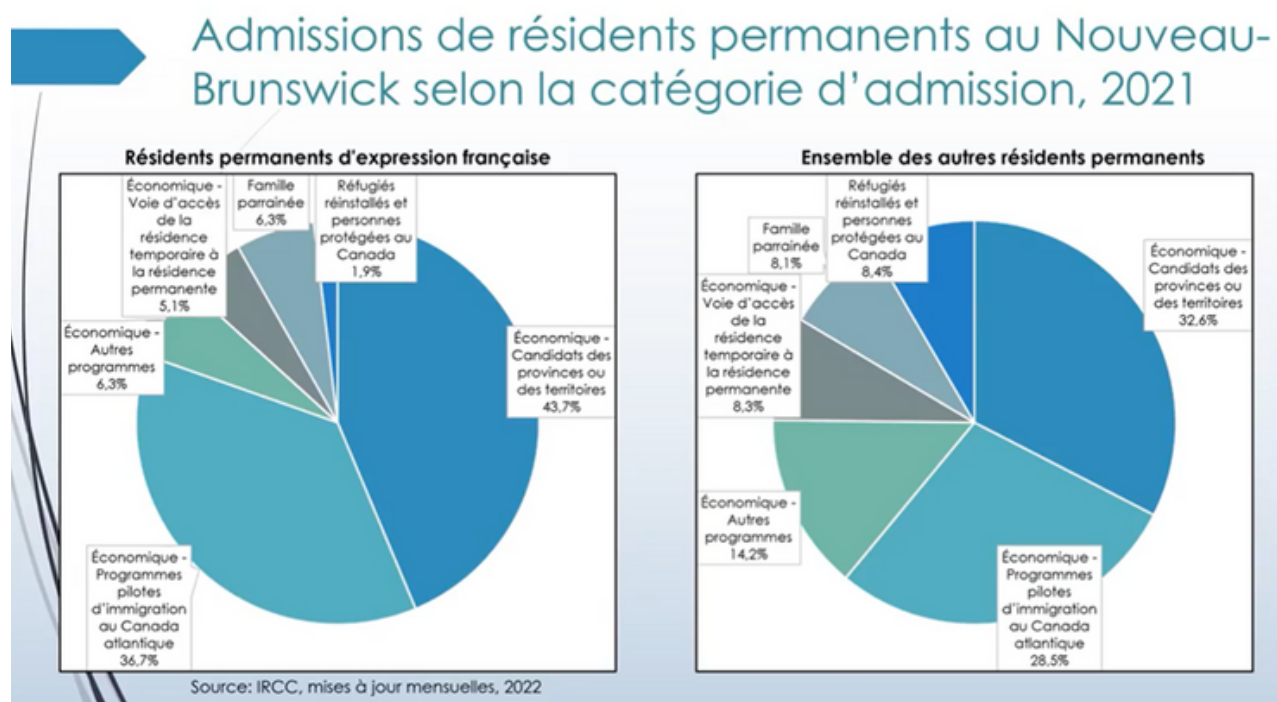
- **The Provincial Nominee Program** (43.7% of French-speaking permanent residents arrived in 2021 in NB via this program).
- **The Atlantic Canada Immigration Program** - pilot programme until December 31, 2021, it has now been established since January 1, 2022 (37.6% of French-speaking permanent residents arrived in 2021 in New Brunswick through this program)

It should be noted that in the last decade, almost 50% of permanent residents admitted to New Brunswick were selected by the province. "This is much higher than in other provinces! In Ontario, for example, this proportion does not reach 10%, due to a large number of permanent residents admitted through federally managed programs.

ALMOST 50% OF PERMANENT RESIDENTS ADMITTED TO NEW BRUNSWICK ARE SELECTED BY THE PROVINCE.

This means that New Brunswick has a very significant ability to influence the composition of its immigration. This leads us to reflect on how we could adapt the Provincial Nominee Program to increase Francophone immigration," said Guillaume Deschênes-Thériault. "For example, the Provincial Nominee Program in Ontario has a specific number of spots reserved for bilingual candidates. This is how this province was able to reach its target of 7.7% of French-speaking permanent residents in 2019 last year! This type of initiative could inspire New Brunswick.

Admission of permanent residents to NB by category, 2021



WHERE WILL ACADIA BE IN 10 YEARS?

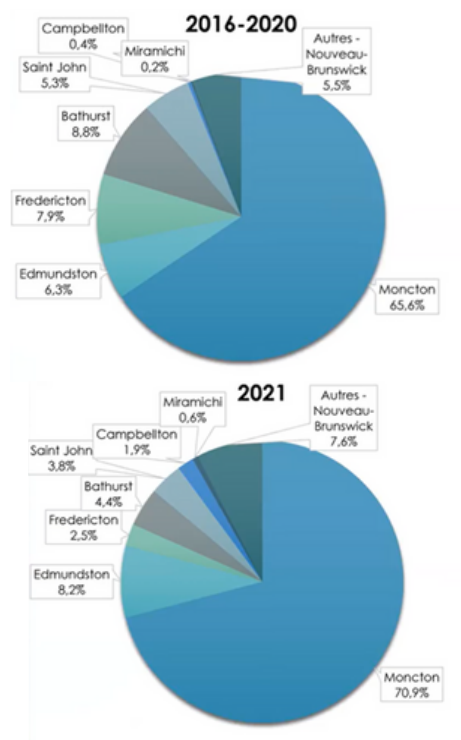
Key figures

- More than 1/5 of the Canadian population is foreign-born (Statistics Canada - 2016).
- Between 2017 and 2018, 80% of Canada's population growth was due to immigration.
- Less than 5% of NB's population is foreign born.
- Only 2% of NB's Francophone population is foreign-born.
- Between 3,500 and 6,000 permanent residents (PR) admitted to New Brunswick each year between 2016 and 2021 (of which between 5 and 22% are Francophones, depending on the year).
- Between 260 and 875 Francophone PRs admitted to New Brunswick each year between 2016 and 2021.
- The population increased by 16% in NB, compared to 61.2% in Canada between 1971 and 2016.
- The Francophone population increased by 8.8% in NB, compared to 33.5% in Canada between 1971 and 2016.
- 9.7% of French-speaking Permanent Residents who immigrate to Canada (outside Quebec) choose New Brunswick
- NB Francophones represent 22% of Francophones outside Quebec in Canada

Investing in the retention of French-speaking immigrants

While it is important to think about how to attract immigrants to New Brunswick, it is crucial to think about how to keep them in New Brunswick for the long term. *"We need to look at the capacity of communities, including rural areas, to receive immigrants. While some regions are already very experienced, for others, investing in retention is a fairly recent issue. Retention of international students is also an important issue: it goes hand in hand with the conditions of economic integration that we offer them. Today, more than 800 international students are registered at the Université de Moncton. We must be able to offer them opportunities that match their degrees if we want them to stay in the long term".* We also need to think about the role of employers and partners...

Admissions of French-speaking permanent residents to metropolitan areas - 2016 and 2021



(1) Just to achieve this 4.4% target at the national level would have required the admission of 6,000 additional French-speaking permanent residents each year.
 (2) Sources: Statistics Canada (2016) and Demosim (2022)

WORKSHOP 2

Acting together Hire, integrate and optimise

Promising practices of employers who believed in immigration

Because they are one of the first keys to a sustainable future for immigrants in their adopted province, employers have an important role to play in Francophone immigration.

To discuss and share with the public promising practices in recruitment and integration, the RIFNB invited to the table of the second workshop entitled "Acting together / Hiring, integrating, optimizing" :

- **Michel Dufresnes**, CEO of Roy Consultants;
- **Stevenson Casimir**, CEO of Atlantic Star Uniforms;
- **Mandanavalona Harison Robison**, Team Manager at Nordia;
- **Sandrine Saugrain**, Economic Immigration Manager at the Réseau de développement économique et d'employabilité du Nouveau-Brunswick.



HIRE, INTEGRATE AND OPTIMISE

Search for common values

For Michel Dufresne, Francophone immigration is a strategic source of skills at a time when there is a major labour shortage, particularly in the French-speaking community. To recruit, his engineering consulting firm relies in particular on international students, who are increasingly coming to NB to acquire the engineering skills it is looking for.

"Recruiting and retaining staff is central to our management and growth. We employ close to 80 bilingual professionals across New Brunswick, mainly engineers and engineering technologists, including half a dozen professionals from abroad, English, French and bilingual (Burkina Faso, Cameroon, Brazil, India)." He explains that his field of recruitment concerns both established professionals and young graduates "motivated to stay here in New Brunswick: For us, hiring is not only a question of aptitudes. Above all, we are looking for individuals with the right attitudes: commitment, team spirit, and a sense of responsibility are all values of our profession that we find in both established professionals and newcomers, including foreign students, regardless of their origin".

Breaking the glass of the hidden market and making it visible to immigrants

The fact remains that in New Brunswick, newcomers do not have the same reference points on the job market as people who have been established here for a long time, even for generations. The hidden market is a reality that they are confronted with as soon as they arrive, which limits their ability to project themselves and to "think big". On the employers' side, the hidden market also dangerously limits opportunities, in a context of labour shortage.

Nevertheless, some companies have taken it upon themselves to make their recruitment needs more visible. This is the case for Nordia, which recruits not only in New Brunswick, but also outside the



MICHEL DUFRESNES
CEO OF ROY CONSULTANTS



**MANDANAVALONA
HARISON ROBISON**
TEAM MANAGER AT NORDIA

WORKSHOP 2



SANDRINE SAUGRAIN
ECONOMIC IMMIGRATION MANAGER AT THE
RÉSEAU DE DÉVELOPPEMENT ÉCONOMIQUE
ET D'EMPLOYABILITÉ
DU NOUVEAU-BRUNSWICK.



STEVENSON CASIMIR
CEO OF ATLANTIC STAR UNIFORMS

province. Mandanavalona Harison Robison explains: "Our recruitment team publishes all positions on different platforms. We also participate in all job fairs. If we can't find candidates in NB, we hire candidates in other provinces; telecommuting allows them to work in the Moncton business line. We also considered recruiting internationally, but that project was put on hold because of Covid-19."



Our recruitment team publishes all positions on various platforms. We also participate in all job fairs.

**MANDANAVALONA
HARISON ROBISON**

Rely on personalised support

Faced with a labour shortage, small and medium-sized businesses (which represent 98% of NB's economic fabric) also have a vested interest in developing disruptive strategies to recruit French-speaking personnel and not deprive themselves of talent. Free resources and tools exist to help them recruit local labour and/or rely on Francophone immigration. Sandrine Saugrain explains: "Work New Brunswick is one of the first doors employers can push to recruit." They will be offered a needs assessment (Does the company have a Human Resources plan? Is its capacity to recruit or post jobs optimal? Travail NB also organises virtual job fairs, to counter the hidden market and make offers visible to all candidates. "Businesses can also rely on Opportunity New Brunswick, which

HIRE, INTEGRATE AND OPTIMISE

has a specialized labour attraction team. They offer specific initiatives to recruit Francophone staff. The ONB team also advises companies on the immigration programs best suited to the situation of the individuals and their recruitment needs; it also accompanies the company throughout the process".

Sandrine Saugrain also cites Immigration Refugees and Citizenship Canada: "We are fortunate to be able to count on liaison officers who work with employers and who are able to inform them about the immigration programmes that exist."

Finally, SMEs can rely on the RDÉE to be represented at international trade fairs; they accompany businesses from the pre-selection of candidates to recruitment and integration.

Using immigration to secure the future of the company

Stevenson Casimir is familiar with this pathway to employment for immigrants, having experienced it himself with success. Today, he is the CEO of the company that hired him when he finished his studies and was able to take over his employer's business, and in turn gives newcomers a chance. He says: "Nine years ago, I left Haiti for Edmundston, with my family, under the status of Permanent Resident. I prepared my MBA at the Université de Moncton (Master of Business Administration). Then, in 2014, I joined Atlantic Star Uniforms as a financial controller. Seeing that my employer's succession was not assured, I proposed my candidacy to take over the company. To do this, I worked with the Hive and gradually bought shares. Today, faced with a major labour shortage in its sector of activity in Edmundston, the company is seizing every opportunity to recruit: "We hire just about everywhere. We work closely with ONB, through the various immigration programs that exist."

Recruiters: Resources available in NB for diverse recruitment

- **Working NB:** needs assessment, matching tools; virtual job fairs.
workingnb.ca
- **Opportunities NB:** specific initiatives, in particular to recruit French-speaking workers; advice on immigration programmes; support...
onbcanada.ca
- **Immigration Refugees and Citizenship Canada:** information on existing immigration programs
<https://www.canada.ca/en/immigration-refugees-citizenship.html>
- **RDÉE,** to be represented at international trade fairs; support from the pre-selection of candidates to their integration into the company
rdee-nb.com



WORKSHOP 2

Sustainable integration: each company must invent its own formula for success

When Atlantic Star Uniforms chooses to recruit internationally, it offers financial support to the potential employee as soon as a relationship of trust is established: *"The immigration process involves costs for the company, but also for the candidate. The immigration process entails costs for the company, but also for the candidate. So we advance him the necessary funds, so that he can pay for the filing fees or medical examinations, for example. When they arrive in the region, we offer them free accommodation for the first three months while they find a place to settle down permanently. We also offer them transport from their home to their workplace, to the grocery shop, etc., until they get their driving licence and can buy a car. We try to support these newcomers so that they can integrate into our community!"*



When he arrives in the region, we offer our new employee free accommodation for the first 3 months...

STEVENSON CASIMIR

Retaining immigrants is a major issue for employers, regardless of the size of the company. At Nordia, for example, whose French-speaking employees include a large number of international students, retaining employees is an important issue that goes beyond the walls of the company: *"After their studies, they often do not find an employer in their field, or who agrees to recruit them even though they do not speak English. Under these conditions, it is not uncommon for them to leave the province. To retain employees at*

Nordia, but also more broadly in New Brunswick, salary is important, of course, but it is not enough. We have set up a system to guide them, to accompany them; we organise events for them; we work with Cafi and Magma so that they can benefit from English courses. Most importantly, we have created an inclusive and respectful workplace.

According to Sandrine Saugrain, four conditions are particularly necessary for employee retention: *"First of all, the employee, the employer and the work team must share the desire to work together; this is how the new recruit can develop a sense of belonging. It should also be taken into consideration that a new employee needs time to adapt to the job; the employer and his team must accompany the person. In this respect, communication is crucial to avoid misunderstandings: even though we all speak French, some words have different nuances depending on the culture they come from. Furthermore, to integrate a person with an immigrant background, you have to take into account the person as a whole: skills are important, yes, but you also have to understand what the person is going through. For example, she has no one to look after her children. They don't have the same reference points. It is important to look at them with a sympathetic eye.*



HIRE, INTEGRATE AND OPTIMISE

Finally, there are free tools for training in cultural diversity! That being said, each company has different means: it is up to each one to develop its own formulas to be able to integrate its immigrant workforce in the long term.

Going beyond the role of employer to become "corporate citizens"

The formula that Michel Dufresne developed for Roy Consultants can be summed up in two words: "As an employer, we must be 'corporate citizens' and go beyond our traditional role. For us, that means helping international students to get on the playing field, in other words, informing them of the reality and issues of our country, our province, our region, and our community. For example, we offer internships in companies, and we give students access to our network. The other aspect is to offer them a real opportunity to be part of our society. So, for example, we promote mentoring. I would add that immigrants have incredibly rich backgrounds, skills and experiences, and it is time

for professional bodies and post-secondary institutions to look at the big issue of recognising educational equivalence. An engineer who comes from a warm country and has never had to design an adequate foundation to withstand freezing and thawing does not need to redo his entire bachelor's degree in civil engineering, but perhaps only needs a specific module. This would certainly help meet our provincial goals and propel the New Brunswick economy forward!"

Advice to Francophone immigrants on professional integration

by Stevenson Casimir

- Adapting to the local reality. Many services exist to help immigrants get to know their new environment better and integrate through free activities, meetings, twinning...
- Getting out of the house and doing activities. That's how you develop a sense of belonging... and that's how you can find out about job opportunities!



WORKSHOP 3

Acting together Vitality of Francophone regions, immigration and municipal commitment

Immigrating means choosing a place to live. This choice can be a determining factor in an immigration and integration process. Immigrants must feel welcomed, listened to and valued from the moment they arrive, wherever they set down their bags, in order to open them and gradually plant solid roots in their adopted land.

In this context, municipalities have a decisive role to play in enabling immigrants to feel at home and to quickly develop a strong sense of belonging to their new community and, more broadly, to New Brunswick. For them, immigration represents both a means of responding to a tight labour market and an opportunity to increase their population.



IMMIGRATION AND MUNICIPAL INVOLVEMENT

In recent years, many municipalities, with the support of committed partners, have taken important steps to promote the reception and integration of immigrants. To discuss these initiatives and share experiences and replicable good practices, the RIFNB has invited the following to testify

- **Nicole Somers**, Mayor of Saint-Quentin;
- **Guillaume Deschênes-Thériault**, Councillor, Municipality of Kedgwick.
- **Kim Chamberlain**, Mayor of Bathurst;
- **Myriam Léger**, Newcomer Coordinator, Village of Saint Isidore;
- **Angélique Reddy-Kalala**, Immigration Strategy Officer for the City of Moncton;
- **Michelle Arseneault**, NBMC, Rural Settlement Network

Saint-Quentin: "A strong link between the entrepreneurs, the committee and the coordinators"

In Saint-Quentin, community integration was initiated by a labour adjustment committee in 2018, *"which is now well established in our community, thanks to the municipal council, which mobilized, and to a committee of volunteers from Kedgwick and Saint-Quentin,"* explains Mayor Nicole Somers. A coordinator for reception and community integration was hired, thanks to a grant from Work NB.



NICOLE SOMERS
MAYOR OF SAINT-QUENTIN

Initially, *"the goal was to see how we could diversify the economy in the territory."* When a survey revealed significant labour needs for immediate vacancies, *"the dynamic changed: we suddenly found ourselves right in the middle of [the field of] immigration,"* which could both meet the needs of employers and increase the population. The development of demography *"has a direct impact on the quality of life and the economy"*, recalls Nicole Somers. *"So we have gradually become a support for companies facing recruitment challenges".*

Thanks to the joint efforts of the companies and the committees, many workers have immigrated to the region with their families. The coordinator helped them to find accommodation and to adapt to their new living environment. *"The mobilisation of the community has made a difference. When we started to raise awareness about this new challenge of immigration, we saw furniture, dishes, and people ready to help the newcomers! Since then, about 250 people have settled in the region."*



***I am proud to announce
that the retention rate in
the region is 85%!***

NICOLE SOMERS

WORKSHOP 3



GUILLAUME DESCHÊNES-THÉRIAULT
COUNCILLOR,
MUNICIPALITY OF KEDGWICK.



Volunteer welcome committees have been set up in our communities. They organise various activities to help newcomers integrate into the community: community supper, Christmas tree cutting, etc.

**GUILLAUME
DESCHÊNES-THÉRIAULT**

But the work has only just begun. After the transitional procedures, they must also feel at home. This is where our commitment as a welcoming community begins. Today, no one arrives in the region without our coordinators and the committee being notified. So, I am proud to announce that the retention rate in the region is 85%!

A new NPO was created: the Multicultural Association for the Integration of Newcomers (Association multiculturelle d'intégration des Nouveaux-Arrivants - Amina), "For us, this is a big step forward as a mobiliser for immigration in the territory. The entrepreneurs have, of course, an important place in the board of directors! With them, we talk about challenges, but also about solutions (...). Today, in view of what is happening in Ukraine, we are ready to welcome refugees! That's where we're heading in the next few months."

Kedgwick: "An exemplary model of collaboration between municipalities, and with employers and citizen volunteers"

For Kedgwick, immigration is a relatively recent topic. For the first time, the municipal council has a councillor specialized in immigration, in the person of Guillaume Deschênes-Thériault.

"Immigration is an issue where we have a good model for collaboration in Restigouche West," he explains. "This collaboration, both between our municipalities Saint-Quentin and Kedgwick, but also with employers in the region, and volunteers on the ground is our strength."

The municipality has decided to invest in immigration, notably by financially supporting the establishment of the Amina (with the municipality of Saint-Quentin), and by offering newcomers a personalised welcome. "Volunteer welcome committees have been set up in our communities."

IMMIGRATION AND MUNICIPAL INVOLVEMENT

They organize various activities to help newcomers integrate into the community: community dinners, Christmas tree cutting..." The mayor of Kedgwick, Éric Gagnon, is also committed to personally meeting each newcomer.

"We have also created and posted a video on Youtube to present our village, and we have already received testimonials from two newcomers from Africa who say they fell in love with Kedgwick thanks to this initiative," says Guillaume Deschênes-Thériault.



MYRIAM LÉGER
**COORDINATOR FOR NEWCOMERS TO THE
VILLAGE OF SAINT ISIDORE**

Saint-Isidore: A community mobilised for the arrival of 40 foreign workers and their families

Saint-Isidore has offered to host 40 French-speaking foreign workers from Morocco, Algeria, Ivory Coast and Mali. This represents 28 families! A big change for a community of barely 800 inhabitants. They should all arrive in the summer of 2022. To welcome them and ensure their retention, the municipality of Saint-Isidore has made housing, employment, the refurbishment of recreational facilities, and schooling for the children its priorities.



***I get a lot of support from
the from the community;
a volunteer committee is
already in place.***

MYRIAM LÉGER

Thanks to the support of Working NB and its partners, the municipality was able to create a newcomer coordinator position, held by Myriam Léger. She explains that in order to upgrade certain infrastructures and develop two major real estate projects, the municipality "was able to hire three weeks ago, thanks to the support of Working NB, a civil engineer of Algerian origin who will help them for the next six months".

"We are also there to ensure that communication takes place between all the partners, in order to ensure a welcome for the families. In addition to Travail NB, we rely on CAIENA, and all its expertise in integration and retention. I also receive a lot of support from the community; a volunteer committee is already in place.

WORKSHOP 3



KIM CHAMBERLAIN
MAYOR OF BATHURST

Bathurst: Working closely with neighbouring municipalities and multicultural associations

The Municipality of Bathurst has long been committed to welcoming and retaining immigrants. For the mayor, Kim Chamberlain, the priority is to ensure that affordable housing is available to newcomers: *"We are currently working with Habitat Soleil, a non-profit company that is developing several flat blocks on a piece of land that was sold to them" at a very low price. "We are also working with neighbouring municipalities, and with multicultural associations: the NB Multicultural Council, the RIFNB... This is very important!"*



Michelle Arseneault

The Rural Settlement Network

An initiative led by the New Brunswick Multicultural Council, the Rural Settlement Network Project brings together settlement agencies in seven rural and Francophone centres: Sussex, Miramichi, Chipman, Campbellton, the Acadian Peninsula, Saint-Quentin and Kent County. This project, which began in 2020, aims to address gaps in settlement services in smaller centres and to improve the quality and consistency of these services to better serve and retain newcomers.

Michelle Arseneault, Network Manager, explains: *"The member agencies and communities that participate in the Rural Settlement Network offer programs aimed at the settlement and integration of newcomers into New Brunswick communities. At NBMC, we provide a space for member agencies to collaborate and share best practices, and ultimately develop services tailored to the needs of newcomers in their communities. The NBMC also offers communities the opportunity to participate in conferences, forums to share the needs of newcomers; we share this information with provincial agencies."*

The project also includes outreach to municipal staff and council members, as well as to the community at large through initiatives such as the "Tour 2018 - New Conversations", which was rolled out in virtual format during the pandemic.

IMMIGRATION AND MUNICIPAL INVOLVEMENT

Developing public transportation is also a top priority for the City of Bathurst, which it shares with neighbouring municipalities. *"We're giving ourselves a year and a half to make sure that residents have a way to get around, especially international students who number between 200 and 250, and not all of whom live in Bathurst. A recent study shows that lack of public transportation is one of the main reasons they leave".*

For Kim Chamberlain, it is also very important that communities be represented at international fairs: *"Prospective immigrants hardly know where New Brunswick is. Few of them know our municipalities!"*

She concludes: *"No matter where the newcomer chooses to settle in NB, we must work together, between municipalities and multicultural associations! What is good for Kedgwick is good for Bathurst, good for the Chaleur region, good for New Brunswick!"*

Moncton: a holistic strategy

The Greater Moncton Immigration Strategy 2020-2024 is the second chapter in the community's efforts to attract and retain immigrants to the region. It is an even more holistic plan than the previous one. Angelique Reddy Kalala, Immigration Strategy Officer for the City of Moncton explains: *"We are working with the cities of Dieppe and Riverview, and we are working with Café, Magma, District Scolaire Francophone Sud and all the ethno-cultural associations, to attract, welcome and support newcomers and international students... Our goal is to ensure that all newcomers have the same opportunities for their future in New Brunswick as those who have been here [for a long time]."*

The "Greater Moncton Immigration" website was also created to attract immigrants and ensure that



ANGÉLIQUE REDDY-KALALA
IMMIGRATION STRATEGY OFFICER
FOR THE CITY OF MONCTON

they receive support upon arrival by guiding them to the appropriate services. In addition to this, there is the work carried out for nearly seven years by the Greater Moncton LIP, which involves the three levels of government and over 20 different associations. With the LIP, the City also raises community awareness about welcoming newcomers.

On the economic front, the City of Moncton works with more than a hundred employers: *"We have been organizing job fairs for more than five years, and have already filled more than 500 positions! We are also working on developing a toolkit with SMEs to welcome newcomers".* The City has also set up a working group on Diversity, Equity and Inclusion in Employment: *"The City is one of the largest employers in the South East region. We want to make sure that our services represent the community we serve."*

A partnership has also been established with the Commissioner for Systemic Racism, to *"ensure that all our services are delivered in an equitable manner"*.

WORKSHOP 4

Stronger Francophone/Acadian communities: How to foster the integration of Francophone immigrants?

What really matters in order to feel welcomed and develop a sense of belonging? To understand the triggers of successful integration, the RIFNB offered the public an immersive experience through the eyes of two people who have immigrated to New Brunswick:

- **Magali Courtin**, Executive Director of the Village of Petit-Rocher (Originally from France, Magali has been living in the Chaleur region for 4 years);
- **Patrice Valentin Cineus**, Executive Director of the Restigouche Multicultural Association.

To intensify the perspective and call for action, the RIFNB also invited **Jessica Schlungs**, Community Connections, Culture and Recreation Worker, in charge of the volunteer and twinning program at CAFI (Originally from Belgium and Luxembourg, she moved to Dieppe in 2020), and **Carmel Doiron**, an Acadian volunteer, who has been involved in the twinning program for many years.



PROMOTE THE INTEGRATION OF FRENCH-SPEAKING IMMIGRANTS



MAGALI COURTIN
EXECUTIVE DIRECTOR
OF THE VILLAGE OF PETIT-ROCHER

Magali Courtin: "The welcome of the community can make the difference in an immigration process".

"Two important elements have contributed to our integration: the services offered in French to immigrants, and especially the community's welcome. I am convinced that this last point in particular can make all the difference in an immigration process.

"We discovered New Brunswick thanks to Kim Chamberlain, whom we met at an immigration fair in Paris. We went on an exploratory trip in 2016, and it was really thanks to the community that we decided to settle in the Chaleur region. We met welcoming people, and we fell in love with this region where we were totally projected. We already felt at home here! The Multicultural Association [Chaleur Region] also did a great job: we were put in contact with many organisations, we were invited to happy hours...

"After this trip, it took us two years to get all the necessary documents back, but the gestures of solidarity continued throughout this time. I could give you many examples, but one in particular stood out for me. In 2018, we were preparing our trip from France, with the plan to arrive in June. Accommodation is a real problem, and summer is not the best time to find a rental easily. So my husband and I had an idea: write to landlords who want to sell their house and ask them to rent it to us. We didn't believe it for a moment. However, the next day, a couple contacted us, offering us accommodation while they sold their house, saying they would be happy to help us. When they found out that we would be arriving with our two children and eight suitcases, they arranged to leave us furniture, household appliances and even games for our children. When we arrived, we had no means of payment, yet they gave us the keys without even knowing us...

"These people were not immigrants wanting to help in return: they were Canadians, they did not know us, they just wanted to help a family and they trusted us. You can't imagine how much that meant to us!

"With my husband, we benefited from several programmes, like the one offered by The Hive: we took training on employment standards, on the tax system, on entrepreneurship...

"The Multicultural Association continued to help us in our endeavours: they offered us training, networking activities, and even camps for our children to meet other children...

"The association also helped us to get a job: thanks to a partnership with Work NB, we were able to benefit from a work placement program allowing newcomers to have a first Canadian work experience of six weeks free for the employer. I applied to the Village of Petit-Rocher, which was looking for an administrative assistant; two years

WORKSHOP 4

later, I became the assistant superintendent in that municipality, and last January I was appointed superintendent. I have great colleagues who have helped me in my integration and in my daily life! All of them are also very caring and open-minded. We may speak the same language, but the nuances are sometimes different, and that takes a lot of listening!

Patrice Valentin Cineus: "Reaching out to newcomers in their communities to help them integrate"

"There are a lot of resources to increase the attractiveness of New Brunswick, but none of them went after me. I came of my own accord. I am originally from Haiti. After studying in Quebec, I had the idea of moving to Atlantic Canada. I did some research, spent time in different cities, and finally decided to settle in New Brunswick, in Campbellton. The community was curious: people wanted to know why I chose to live in NB, what my culture was, where I was from... I was very well received!

"When I arrived, I was accompanied by Working NB. I sent out resumes, but I also went directly to meet employers. I went with an open mind, with a willingness to learn and reach out to people, and I think that's why I got hired at the association.

"Now I understand why I haven't heard of New Brunswick since Haiti. But now that I'm settled, I can tell you: I'm here for at least three decades!

"One thing to note: in the Association, we noticed that newcomers tended to stay with people from the same country as them, for security reasons. So we decided to participate in activities that concern their communities, to meet them and help them integrate.



PATRICE VALENTIN CINEUS
EXECUTIVE DIRECTOR OF THE RESTIGOUCHE
MULTICULTURAL ASSOCIATION.



CARMEL DOIRON
ACADIAN VOLUNTEER WITH CAFI'S TWINNING
PROGRAM.

PROMOTE THE INTEGRATION OF FRENCH-SPEAKING IMMIGRANTS

THE CAFI COMMUNITY TWINNING PROGRAMME

The community twinning programme, as offered by Cafi, aims to bring together the newcomer community and the host community. Jessica Schlungs, Community Connections, Culture and Recreation Worker, in charge of volunteering and the twinning programme at Cafi, explains.

How does the twinning programme work?

Newcomers who volunteer to participate in the programme are matched with a volunteer family for a period of approximately 3 months. We aim to create experiences that will go well, and work on the basis of information sheets filled in by each person.

Then I make sure that the twins meet each other, participate in activities... I also organise an activity for all the twins, so that they can meet each other.

Who is this programme for?

For the time being, this programme is only for Newcomers with Permanent Resident status, as the funding for this programme comes from the IRCC.

Who can become a volunteer?

Canadians and immigrants who have been in the region for at least three years are eligible to apply.

How can the programme be further developed?

The challenge now is to get more Canadians involved. The Canadian community is very willing, but sometimes they don't know how to help. They need information about the programme.

What is the impact of the programme?

This programme helps to break down the barriers that immigrants may face upon arrival. It also allows them to have answers to questions that they might not dare to ask in another context, and thus save precious time. This programme promotes integration, as the families integrate them into their community, introduce them to people and facilitate networking. It breaks down isolation, and helps people to put down roots. If you feel accepted in a community, you are more likely to stay there. And, on the other hand, the programme brings a lot to the host families.



To become a volunteer:

1. Contact the nearest association
2. fill out a volunteer application with a criminal record check.
3. Fill in an accompanying person's profile form.

WORKSHOP 4

Carmel Doiron, Acadian volunteer with Cafi's Twinning program: "They really enjoy discovering our culture, and we get to discover theirs!"

"When we first arrived in Burkina Faso, my husband and I did not know anyone. We needed someone to talk to, because everything was new to us. It was the memory of this experience that made us decide to participate in the twinning program: we imagined how these immigrants might feel when they arrived in Canada. Some are flying for the first time. The colours, the air, everything is different. They need to be accompanied and it is a pleasure to do so.

"It all starts with a meeting with the immigrants, after which we decide whether or not to continue [the experience] by mutual agreement. Afterwards, I take them to our place, to eat a good fricot! With the food, we learn to relax. We chat. Then, depending on the families' tastes and the children's ages, we do some activities. I like to take them to the sugar shack or to the Christmas parade, when it's time. I take them for a walk in the colours of autumn. They really enjoy discovering our culture, and we get to discover theirs!

"What about the impact of this programme on us and our family? I would say that it develops our open-mindedness. We have learned to accept a lot more things! It's interesting to discover their culture, and it's beautiful to see how enthusiastically they discover ours!

Advice to immigrants on integration

- As soon as you arrive, go to the reception centre in your area.
- Do volunteer work: it is a way to meet people, break isolation and seize opportunities.
- Keep an open mind.
- Be willing to start from scratch professionally: opportunities will arise as you meet new people.
- Think big and allow yourself to go for the opportunities that interest you, even if you don't think you have all the skills or qualifications to take them. Be bold!
- Join activities, to become part of the community.
- ... It's your turn to help newcomers!



SYNTHESIS - GOOD PRACTICES

PROMOTING NEW BRUNSWICK AS A HOST DESTINATION...

Municipalities / Employers

- Send representatives of municipalities and employers (via RDÉE, in particular) to international immigration fairs and events to promote New Brunswick, its municipalities and its employment opportunities.
- Use social media (especially YouTube) to reveal the charms and opportunities of New Brunswick (quality of life, employment, schools, etc.).

WELCOMING...

- Municipalities

- Make immigration and the integration of newcomers a priority in the community: invest in this issue, raise community awareness, engage residents.
- Lead by example, by developing inclusive internal environments that promote equity, diversity and inclusion.
- Develop effective collaboration between municipalities to pool existing resources, develop new ones, and share successful practices, while optimising available resources.
- Encourage regionalization (as Saint-Isidore is preparing to welcome 40 French-speaking foreign workers from Morocco, Algeria, Ivory Coast and Mali).
- Attracting capital, including changing the narrative so that rural areas are no longer associated with notions of "decline" but rather with a spirit of renewal and economic development through immigration.
- Offer a personalised welcome to newcomers (and to do this, engage and involve the community by creating volunteer welcome committees, for example).
- Create new reception structures where they are needed, and invest in the recruitment of human resources.
- Make answers to immigrants' questions visible (e.g. via a dedicated website).

- Employers:

- Work with municipalities to find immediate housing solutions for workers who immigrate to NB.
- Become corporate citizens: show and value the environment that surrounds the new hire, to make them feel at home.

SYNTHESIS - GOOD PRACTICES

RECRUITING...

- Municipalities

- Organise job fairs.
- Recruit internally with respect to diversity.

- Employers

- Increase the visibility of job offers: don't be satisfied with word of mouth, but disseminate them widely at the local level and... internationally!
- Rely on dedicated structures (RDÉE, Working NB, ONB, Immigration Refugees and Citizenship Canada...)
- Give equal opportunity to all candidates, regardless of their origins.
- Invest according to its means to meet the needs of new hires who immigrate to NB to work in the company (for example, in pre-immigration support, housing, transportation, etc.).

RETAINING...

- Municipalities

- Work across the board with employers, associations and various stakeholders to develop housing, public transport, etc.
- Create the right conditions for immigrants to think big.
- Ensure that newcomers can benefit from the same services as long-standing residents.

- Employers

- Build and develop inclusive workplaces.
- Give immigrants the chance to realise their career aspirations, and let them know it.
- Engage the work team in welcoming each new recruit.
- Provide cultural diversity training.
- Encourage dialogue, listening and open-mindedness within the teams.

.... SEEING IMMIGRATION AS A SOCIETAL PROJECT.

CONCLUSION

Francophone immigration is key to the future of the Francophone community in New Brunswick. The growth of the Francophone population, as well as the response to labour needs in the current context of shortage, depend on it. Immigration also brings cultural enrichment to our communities.

The attraction and retention objectives have not yet been achieved, but they are not unattainable. In 20 years, New Brunswick has developed significant policies and resources to promote Francophone immigration. Immigration management at the provincial level has been implemented through the Provincial Nominee Program, with encouraging results, but with room for improvement (if the example of Ontario is any indication). Measures have been taken to make NB known in Canada and beyond as a welcoming place to live, work and do business, open to immigration.

More and more municipalities are mobilizing and working together to provide the services needed to settle and retain newcomers. Employers are making their offers more visible, developing inclusive environments to integrate their immigrant employees in a sustainable way, offering them more opportunities to "think big", and even going beyond their role to support their social integration. Communities are getting involved and offering a personalised welcome so that they feel at home and develop a sense of belonging as soon as they arrive. Of course, barriers remain, starting with those surrounding the recognition of educational equivalence, but voices are being heard to remove them...

These four workshops have enabled innovative, inspiring and effective good practices to be shared. You are now invited to make them your own, and to continue the reflections with us and all the partners, to give all those who wish to immigrate to Canada the desire to choose New Brunswick... and the means to stay here!

STATISTICS - AUDIENCE

Day 1 - May 18, 2022

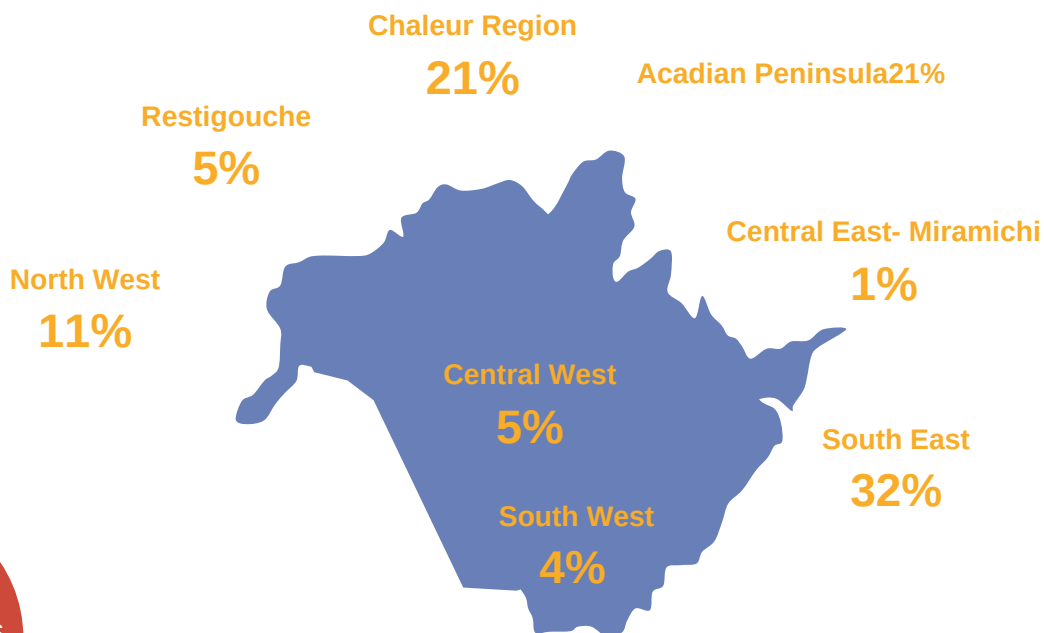
Each day, a survey was offered to the participants: everyone was invited to answer it live.
On May 18, between 41 and 73 people participated (participation varied depending on the question).
Themes addressed: "Acting together - Where will Acadia be in 10 years?"
and "Acting Together - Hiring, Integrating and Optimizing."



363 registrations
79 spectators attended the event via Zoom
42 spectators were present at the event



According to the survey conducted that morning, respondents attended the Zoom forum mainly from...



99%

of the participants were French mother tongue

29%

of participants were employers

STATUTS

71% Canadian citizens;

12% permanent residents;
9% temporary residents;
3% international students;
3% Working Holiday.

Day 2 - 19 May 2022

On 19 May, between 19 and 49 people took part in the survey proposed at the beginning of the day (participation varied according to the questions).

Themes addressed: "Acting together - Vitality of Francophone regions, immigration and municipal commitment"

and "Stronger Francophone/Acadian communities: How to foster the integration of Francophone immigrants?"



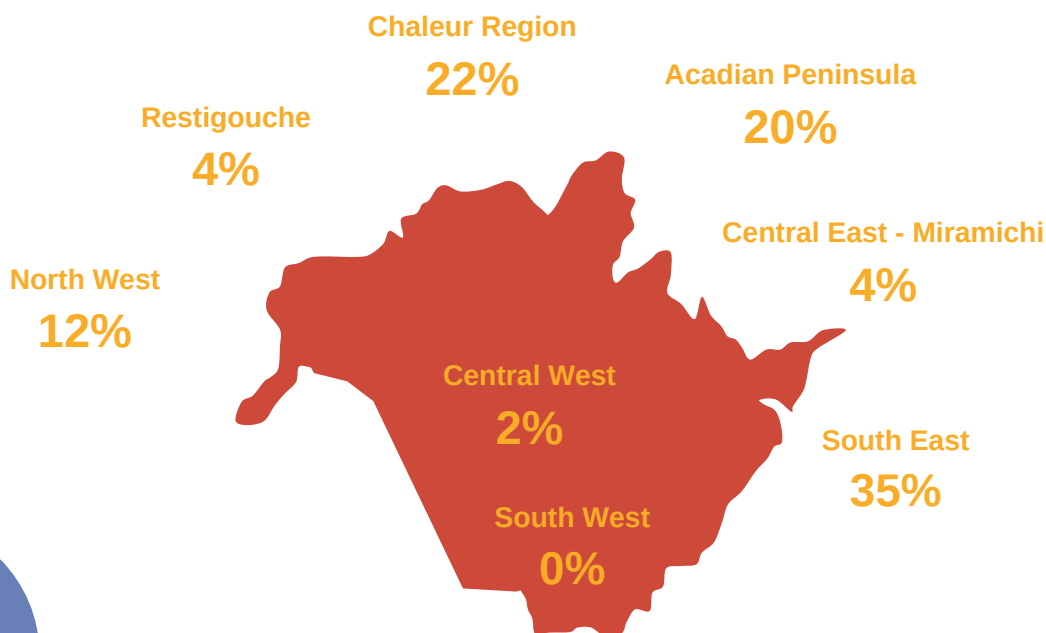
363 registrations

54 spectators attended the event via Zoom

30 spectators were present at the event



According to the survey conducted that morning, respondents attended the Zoom forum mainly from...



98%

of the participants were French mother tongue

12%

of the participants were elected municipal officials

STATUTS

58% Canadian citizens

21% permanent residents

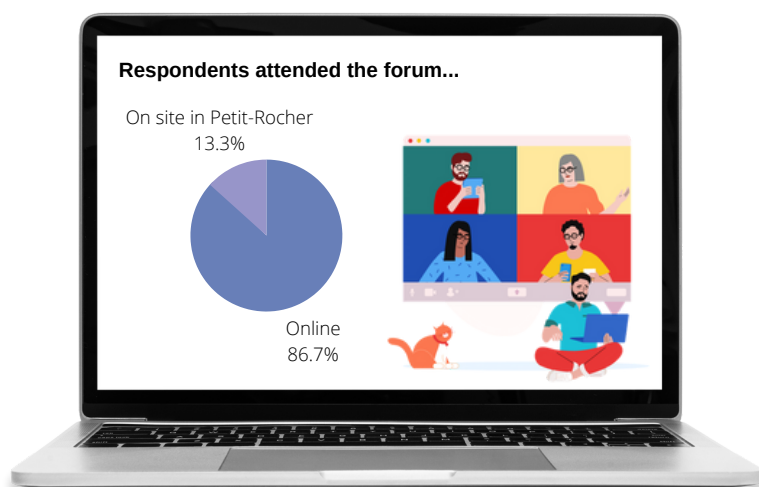
11% temporary residents

5% international students

SATISFACTION SURVEY

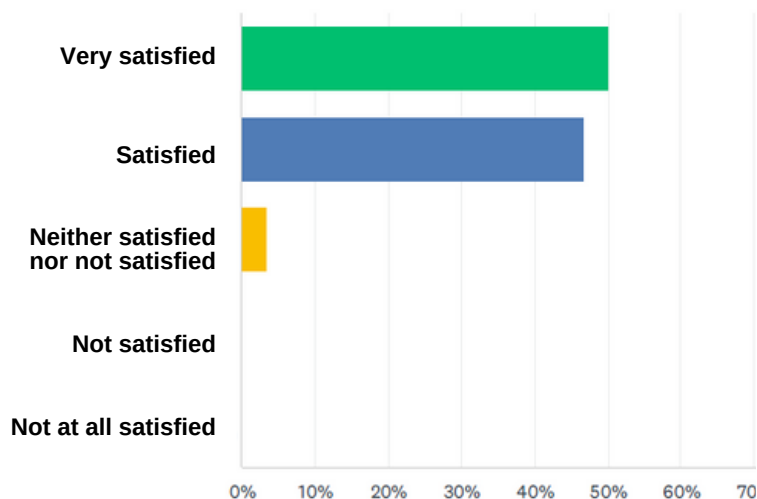
Your voice counts...

A satisfaction survey was sent to participants. A maximum of 30 people responded to the questionnaire (the number of respondents varied according to the questions)



Answers to the question

How did you find the overall organization of the 2nd Annual RIFNB Forum?

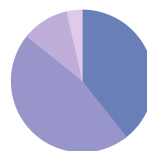


ESTIMATED QUALITY OF THE WORKSHOPS

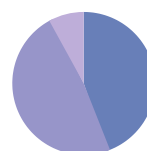
OVERVIEW NOTE



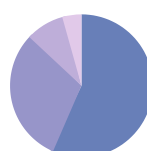
WORKSHOP 1



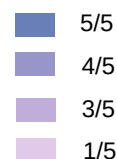
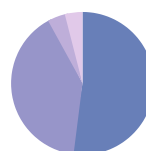
WORKSHOP 2



WORKSHOP 3



WORKSHOP 4



DURATION OF THE FORUM AND RELATED COMMENTS

86.21% Appropriate length, neither too long nor too short

“Repetitive character from one workshop to another, but this is logical with cross-cutting issues.”

“I would have liked the workshops to be more specialised: e.g. a one-hour workshop on housing and the needs of immigrants. A workshop on employment and possible services in each region and the lack of needs in this sector.”



WHAT MAJOR TOPICS WOULD YOU LIKE TO KNOW ABOUT FOR THE NEXT FORUM?

- *Concrete actions to attract Francophone immigrants: labour force, but also investors and entrepreneurs (succession of business leaders about to retire in the SME ecosystem). / An assessment of the awareness of Francophone communities of the benefits of immigration; / A status report on the recognition of diplomas: is lobbying being done with professional orders (I am thinking in particular of nurses, whose needs are glaring).*
- *Interventions by elected officials and community agents - but rather look at the strategy. Make time for the collaboration that people are so keen on.*
- *Information, training and awareness sessions for employers, their teams and the community, because I don't think everyone has this information and doesn't necessarily know how to find it ;).*
- *Essential steps to start the recruitment process.*
- *Best practices in welcoming and accompanying newcomers.*
- *How can a double minority region organize itself to attract, welcome and retain newcomers when IRCC funds are already allocated to mainly English-speaking organizations and services should not be duplicated!*
- *Practices that facilitate the economic settlement of newcomers.*
- *How to provide newcomers with a better environment because they are not only here for work but they need to feel comfortable too. Student facilities for entertainment would be good.*
- *Integration and retention.*
- *Possible funding.*
- *How to access jobs in Francophone NB.*

SATISFACTION SURVEY



WHAT MAJOR TOPICS WOULD YOU LIKE TO KNOW ABOUT FOR THE NEXT FORUM? (CONTINUED)

- *The special case of arrivals on work contracts. They are not yet permanent immigrants (although the procedure is underway), but they are present on Canadian territory. They participate in economic life. How to make room for them because of their special status.*
- *1. Employability of immigrants 2. Language learning, services offered and dilemmas of bilingualism.*
- *Employers who need labour and are turning to foreign labour! It would be interesting to hear their stories and how they did it!*
- *Twinning.*
- *Issues and roles of immigrant parents and how the NBFA and schools can help.*
- *Employment opportunities without being bilingual.*
- *The view of employees and populations on immigrants. Thank you.*
- *The challenges and real possibilities of bringing in more Francophone immigrants to increase the Francophone population of NB.*



GENERAL COMMENTS AND AREAS FOR IMPROVEMENT

- *Keep the hybrid format. Not everyone has the time to drive to Petit-Rocher (when you are in the South-East), not to mention the rising cost of gas and its impact. The practice that has been put in place is an excellent way to get around these problems.*
- *It would be interesting to know what the follow-up to the forum is - is the RIF taking note of the discussions to create an action plan, or creating working groups to address the issues identified during the forum?*
- *More focus on success stories, but also on non-success stories of people who have left the province, as we need to learn from "our mistakes" and if we only talk about the successes we obscure the other reality.*
- *We must continue the RIFNB forums.*
- *Bravo for the technical prowess, face-to-face + virtual, the formula and content are very good, the only improvement I would see is to create a shared toolbox where collaboration would become concrete between network members.*
- *Congratulations to the RIFNB and member organizations who organized the forum.*
- *The facilitator took a lot of time to comment on the interventions, which reduced the time for questions.*
- *Overall, everything went well, but there needs to be much more action in terms of promotion, opportunities, etc. for newcomers.*
- *I liked that the workshops were offered in two days*
- *Congratulations to the organisers for a great Forum*
- *I would eliminate the slido questions, it was a waste of time and boring.*

SATISFACTION SURVEY



GENERAL COMMENTS AND AREAS FOR IMPROVEMENT (CONTINUED)

- *Necessary and relevant workshops: much appreciated.*
- *I followed the first two workshops carefully. Unfortunately, I will be absent tomorrow and will not be able to follow the rest of the Forum. Thank you for this excellent and essential initiative.BRAVO!*
- *Next time, please remember to specify how much time it would take, so that we can better plan our day*

RESOURCES

The following resources were mentioned during the forum and in the event chat.

DATA

- **Demosim:** www.statcan.gc.ca/en/microsimulation/demosim/demosim
- **Statistiques Canada:** www.statcan.gc.ca/en/start

MUNICIPALITIES WHO TESTIFIED:

- **Bathurst:** www.bathurst.ca
- **Kedgwick:** <https://www.kedgwicknb.com>
- **Moncton:** <https://www.moncton.ca/>
- **Petit-Rocher:** <https://www.petit-rocher.ca>
- **Saint-Isidore:** <https://saintisidore.ca>
- **Saint-Quentin:** <https://www.saintquentinnb.com>
- **Greater Moncton Immigration Strategy 2020-2024 :**
https://www5.moncton.ca/docs/immigration/GMIGM_2020-2024_Immigration_Strategy.pdf
- **The Rural Settlement Network :** nbmc-cmnb.ca/program/rural-settlement-network/

EMPLOYERS WHO TESTIFIED OR WERE QUOTED

- **Atlantic Star Uniforms:** <https://asuworkwear.com>
- **Nordia (Moncton):** <https://www.en.nordia.ca/>
- **Roy Consultants:** <https://royconsultants.ca>
- **Villa Providence Shediac Inc:** <https://villaprovidence.ca/>

BIOGRAPHIES OF THE SPEAKERS

- **RIFNB :** <https://rifnb.ca/intervenants-2022#c8e9b3fa-8acc-4f73-9b77-93e15c79361>

WHERE CAN I FIND THE FORUM VIDEOS?

- **RIFNB Youtube channel:**
https://www.youtube.com/channel/UCAr_5vAMi4lxD3ByV2Fgrqw

RESOURCES

LES ORGANISMES REPRÉSENTÉS OU CITÉS

- **Association Multiculturelle d'Intégration des Nouveaux Arrivants – AMINA:**
506-235-1804 / 506-235-0296
 [AMINA](#)
- **Multicultural Association Chaleur Region:** <https://www.macr-amrc.ca/en>
- **Restigouche Multicultural Association:** <https://www.rma-amr.ca>
- **Association Régionale de la Communauté francophone de Saint-Jean:** <https://www.arcf.ca>
- **Centre de Ressources pour Nouveaux Arrivants au Nord-Ouest :** <https://www.crna.ca>
- **Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick (CAFI):** <https://www.cafi-nb.org/english/>
- **Comité d'accueil, d'intégration et d'établissement des nouveaux arrivants de la Péninsule acadienne (CAIENA-PA):** <http://nouveauxarrivants.ca/>
- **Commissioner on Systemic Racism:** <https://www2.gnb.ca/content/gnb/csr-crs/en.html>
- **Communauté francophone accueillante :** https://immigration-hsj.ca/?fbclid=IwAR0EU5r_4c7OTa3oVnaurnVSv4d3LswD7Bb6Ov6-Cd-gT3EcjjQww_H95GA
- **New Brunswick Multicultural Council:** <https://nbmc-cmn.ca/>
- **Dialogue NB:** <https://dialoguenb.org>
- **Immigration, Refugees and Citizenship Canada (IRCC):**
<https://www.canada.ca/en/immigration-refugees-citizenship.html>
- **Immigration Greater Moncton:** immigrationgrandmoncton.ca
- **MAGMA:** <http://magma-amgm.org/>
- **Opportunities NB:** <https://onbcanada.ca/>
- **Greater Moncton LIP:** https://www.immigrationgreatermoncton.ca/moncton-immigration/greater-moncton-local-immigration-partnership-gmlip?fbclid=IwAR2aJPzI9Gzor2PCCbqu7OfxHB4SDdVwt9yds9TvlkQiWbvsY_-mjMQYAAg
- **Réseau de développement économique et d'employabilité du Nouveau-Brunswick:**
<https://rdee-nb.com/fr> et <https://rdee-nb.com/fr/nos-services/immigration-economique>
- **Réseau en Immigration Francophone du Nouveau-Brunswick :** <https://rifnb.ca/>
- **La Ruche / The Hive (3+ Corporation):** <https://3plus.ca/services/entrepreneurship/programs-available/the-hive-la-ruche/>
- **Société de l'Acadie du Nouveau-Brunswick :** <https://www.sanb.ca>
- **Société Nationale de l'Acadie:** snacadie.org
- **Working NB :** workingnb.ca

List of settlement agencies: <https://www.welcomenb.ca/content/wel-bien/en/LivingSettling/content/SettlementAgencies.html>

List of organisations that help newcomers: <https://rifnb.ca/les-membres-du-rifnb>

IMMIGRATION PROGRAMMES

- **Provincial Nominee Program - New Brunswick:**
<https://www.welcomenb.ca/content/wel-bien/en/immigrating/content/HowToImmigrate/NBProvincialNomineeProgram.html>
- **Atlantic Immigration Project:** https://www.welcomenb.ca/content/wel-bien/en/Employers_hiring/content/Atlantic_Immigration_Pilot_Project.html

TRAINING PROGRAMMES

- **Dialogue Organizations:** Training offered to NB organizations that want to create an equitable, diverse and inclusive workplace and foster innovation and improve the performance of their teams <https://dialoguenb.org/dialogue-organizations/>
- **Cultural competency training offered by the New Brunswick Multicultural Council for the community to raise awareness of diversity:** <https://nbmc-cmnb.ca/fr/program/cultural-competency-training/>
Contact details of the centres providing this training: <https://nbmc-cmnb.ca/our-members/>
- **PCFAD programme: Training in French, mathematics and computers:**
<https://www.codacnb.ca/programme-pcfad>

HISTORY AND INDIGENOUS CULTURES

- **Acknowledgement of Traditional Territory** (text provided by Dialogue NB, with support from Dr David Perley): [Acknowledgement of Traditional Territory](#)
- **Identify the indigenous territory in which we are located:**
 - <https://www.whose.land/en/>
 - Native-land.ca

MISCELLANEOUS TOPICS

Mosaïq Festival: <http://www.mosaiqmoncton.ca>

Testimonies of immigrant entrepreneurs: <https://rifnb.ca/la-vie-en-communaut%C3%A9>

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