

New Brunswick Francophone Immigration Action Plan

2014-2017

PUTTING our
RESOURCES
to **WORK**



New Brunswick Francophone
Immigration Action Plan
2014-2017

Population Growth Strategy
Companion Document
New Brunswick Francophone Immigration Action Plan
2014-2017

Province of New Brunswick

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Background

As New Brunswick faces particular demographic challenges, immigration plays a significant role in the province's efforts to maintain population growth and support economic prosperity in all regions and linguistic communities across the province. At present, the number of immigrants who choose New Brunswick as their adoptive province does not reflect the province's current linguistic balance of 2/3 anglophone and 1/3 francophone. According to Citizenship and Immigration Canada (CIC), between 2001 to 2010, close to 14 per cent of newcomers destined to New Brunswick identified French as their preferred official language. The objectives outlined in this Action Plan are intended to help the province succeed in meeting its goal of attracting 33 per cent of francophone or francophile newcomers to New Brunswick by the end of 2020. To support progress in this regard, Government has set a three per cent annual increase in francophone immigration nominations, over the life of this action plan, to reach to 23 per cent by 2017.

The Province's Commissioner of Official Languages and the Select Committee on the Revision of the Official Languages Act have been vocal on the importance of establishing measures to ensure that New Brunswick's linguistic balance is taken into consideration where immigration is concerned. Others, such as the Department of Education and Early Childhood Development, have recognized the need to encourage newcomers to integrate into francophone and Acadian communities as outlined in the [New Brunswick Linguistic and Cultural Development Policy](#).

Through working collaboratively with stakeholders, such as the Réseau en immigration francophone du Nouveau-Brunswick, CIC, employers, and other provincial departments, as well as implementing innovative measures, New Brunswick will be in a position to attract newcomers to the province, rebuild communities and maintain its unique linguistic identity.

Along with the New Brunswick Population Growth Strategy, the Francophone Immigration Action Plan is part of the Government's efforts to grow and sustain the provincial economy. The objectives outlined in this document are intended to complement interrelated priorities outlined in [Growing Together, New Brunswick's Economic Development Action Plan 2012-2016](#) and the [New Brunswick Labour Force and Skills Development Strategy 2013-2016](#).

Challenges

Francophone immigration to Canada is a highly competitive market, with all Canadian provinces and territories actively seeking to attract skilled workers. In recent years, New Brunswick has been especially active in working to increase the number of francophone immigrants by aggressively recruiting francophones and francophiles in European markets. Because of this, New Brunswick has made great gains.

New Brunswick's most significant francophone immigration competition comes from its immediate neighbour, the Province of Quebec, which is often the preferred destination for the majority of francophone immigrants to Canada. Quebec's immigration program also benefits from a unique agreement with the Federal Government, enabling them to welcome newcomers in far greater numbers - approximately 20,000 annually, compared to New Brunswick's 625 certificates of nomination (some 2300 individuals annually).

Over the past several years, Canada has seen significantly more francophone immigrants favouring western provinces such as Manitoba and Ontario. In order to succeed in attracting more francophone and francophile newcomers, New Brunswick must build on past successes and continue promotional and educational efforts that have led to an increased number of Francophone immigrants in recent years.

Due to New Brunswick's current and projected demographic challenges, the province is facing long term skilled labour shortages in key economic development sectors. To ensure the availability of a skilled and globally competitive workforce, promotion and attraction efforts must be focused to meet economic and linguistic needs and ensure that newcomers to the province integrate successfully.

Opportunities

To make meaningful progress and ensure the success of its francophone immigration goals, the province is establishing focused objectives and developing effective and targeted promotional, educational and settlement tools.

New Brunswick's primary tool for increasing immigration is the New Brunswick Provincial Nominee Program (NBPNP), which is a provincial immigration program made possible through an agreement with the Government of Canada, who makes the final decision to grant permanent residency to NBPNP candidates. As an economic immigration program, the NBPNP selects and nominates qualified skilled workers and entrepreneurs who want to live in New Brunswick and contribute to the local economy.

The NBPNP currently has two main streams:

- skilled worker (person with a permanent/full-time employment offer)
- business applicant (person wishing to take over or start up a business in New Brunswick)

These streams of the NBPNP can benefit from the skilled worker potential found throughout the francophonie. According to the Organisation internationale de la Francophonie (OIF), there are approximately **200 million** francophones in the world, including **72 million** partial speakers. OIF also reports that 60 per cent of francophones are under the age of 30.

In particular, the European Union holds considerable potential for recruitment as French is the second most widely spoken mother tongue (16%) in the region, after German (23%) and before English (15.9%).

Certain francophone countries in Africa are also a source for potential NBPNP candidates. This is a region where our francophone post-secondary institutions have already established strong partnerships. Government could leverage these institutions' knowledge of the market and its potential skilled labour that have obtained a post-secondary education in New Brunswick.

***Africa is the continent with the most francophones: **96.2 million** in the OIF member countries.*

Successes

In 2009, New Brunswick received \$10 million in investment from the federal government under the *Roadmap for Canada's Linguistic Duality*, aimed at promoting the francophonie outside Quebec.

Many achievements were made possible by this investment, such as:

- The creation of francophone immigration settlement services across the province;
- A sustained presence of New Brunswick officers in the francophone markets allowing New Brunswick to make great strides in its attraction efforts, almost tripling its number of francophone provincial nominees (from 5% to close to 14% of the PNP nominees in five years).
- The implementation of initiatives to promote the successful integration of francophone immigrant entrepreneurs into the Business Immigrant Mentorship Program (BIMP), a program that allows immigrant entrepreneurs to learn from successful and experienced members of the local business community. In Moncton, Bathurst, and Edmundston, new francophone immigrant entrepreneurs benefit from mentors' advice on the process of developing a network and establishing a business. There is also a business incubator program for francophone immigrants in Moncton (La Ruche), which provides guidance and support services to help entrepreneurs start and grow their businesses. 3+, formerly known as Enterprise Greater Moncton, also extends its business expertise to newcomers by providing them with office space from which to run their businesses.

New Brunswick has been working closely with the federal government to ensure the success of its PNP program. A continued working relationship with CIC is essential to the success of the new Population Growth Strategy and Francophone Immigration Action Plan.

Promotion and attraction

Objective: Nominate 33 per cent francophone and francophile newcomers to the New Brunswick Provincial Nominee Program, by 2020, to better reflect the linguistic makeup of the province by committing to a three per cent annual increase in francophone nominees.

Year 1:

Ensure New Brunswick immigration officials maintain a presence in targeted francophone markets, while taking into consideration the province's labour market needs.

Actions

1. PETL will lead and participate in a minimum of three annual recruitment events in francophone markets, according to labour market demand and the availability of skilled labour in francophone countries.
2. Government will work with CIC, supported by a Francophone Annexe to the new Federal Immigration Framework, to introduce a francophone stream to the NBPNP, allowing for greater flexibility when recruiting francophone and francophile immigrants with preferred socio-economic profiles.
3. PETL will create partnerships with other government agencies, such as Economic Development, Invest NB, Intergovernmental Affairs, Education and Early Childhood Development, and Tourism, Heritage and Culture to maximize New Brunswick's international presence.
4. PETL will use the Acadian culture to promote and attract francophone and francophile immigrants to New Brunswick by participating in events where the Acadian culture is showcased.

Year 2:

Modernize international recruitment efforts by using new technologies to increase promotional efforts, specifically through an improved social media presence in international francophone markets.

Actions

5. PETL will explore efficient and cost effective ways to increase its presence in the francophone international market through the use of modern technology.
6. PETL will commission a study to find out why francophone immigrants choose New Brunswick over other Canadian jurisdictions to identify markets even more effectively.

Year 3:

Increase recruitment efforts to attract potential francophone immigrant entrepreneurs under the renewed NBPNP entrepreneur stream.

Actions

7. PETL will develop a strategy to promote succession planning opportunities for francophone immigrant entrepreneurs by working with partners such as the Conseil économique du Nouveau-Brunswick, Chambers of Commerce, Community Business Development Corporations (CBDC) and the Department of Economic Development.
8. PETL will leverage promotion and attraction opportunities in francophone markets by developing tools that can be used by other government officials, post-secondary education institutions and community stakeholders with international mandates.

Settlement & Retention

Objective: Retain more francophone and francophile newcomers to New Brunswick.

Year 1:

Ensure New Brunswick receives an equitable allocation of settlement funding, available through the *Roadmap for Canada's Official Languages 2013-2018*, in consideration of New Brunswick's unique linguistic duality.

Actions

9. The provincial government will negotiate with the federal government to ensure settlement funding reflects the long-term targeted increase for francophone immigration.
10. The provincial government will negotiate with the federal government to ensure New Brunswick's unique linguistic duality is recognized in an official immigration framework.
11. The provincial government will ensure francophone settlement services in the province are available and adequately funded in high demand areas.

Promote the benefits of a bilingual workforce to New Brunswick employers.

Action

12. PETL, in partnership with the Réseau en Immigration francophone du Nouveau-Brunswick, will develop a provincial awareness campaign promoting the benefits of francophone immigration to New Brunswick employers.

Year 2:

Increase French language training services and offer them to more francophiles and allophones in regions where the demand is growing.

Action

13. PETL, in partnership with la Société de l'Acadie du Nouveau-Brunswick, will evaluate the need to expand francophone immigration services, including French language classes, to reflect the targeted increase in immigration.

Ensure settlement agencies understand and promote the advantages of having two vibrant linguistic communities in the province.

Actions

14. PETL, with the help of the Société de l'Acadie du Nouveau-Brunswick, will offer workshops to all settlement agencies in New Brunswick on the advantages of promoting the two linguistic communities to their clients.
15. PETL will work with the Réseau en immigration francophone du Nouveau-Brunswick to develop a multi-purpose tool kit on the advantages of francophone immigration for our communities and in meeting our skilled labour needs.

Expand the francophone immigrant incubator program to another area of the province.

Action

16. PETL will explore the feasibility of offering the francophone immigrant incubator program*, currently only available in Moncton, to other francophone regions of New Brunswick as needs arise.¹

¹ (La Roche provides guidance and support services to help entrepreneurs start and grow their businesses. Enterprise Greater Moncton also extends its business expertise to newcomers by providing them with an office from which to run their businesses).

Year 3:

Encourage immigrant entrepreneurs to settle and integrate in francophone regions of New Brunswick.

Actions

17. PETL will work with economic development agencies, inside and outside government, to develop a succession planning strategy for our francophone businesses, especially in rural New Brunswick.
18. PETL will engage the Conseil Économique du Nouveau-Brunswick and the Réseau de développement économique et d'employabilité du Nouveau-Brunswick (REDÉNB) to help promote the benefits of immigrant entrepreneurship to rural francophone New Brunswick.

Partnerships:

Objective: Forge new partnerships and maintain successful ones to ensure the success of the Population Growth Strategy and Francophone Immigration Action Plan.

Year 1:

Develop key partnerships to ensure a seamless program delivery.

Actions

19. PETL will create an interdepartmental working group on francophone immigration to ensure a coordinated approach to service delivery to francophone newcomers. This group will include: Economic Development, Education and Early Childhood Development, Social Development, Healthy and Inclusive Communities, Intergovernmental Affairs, and Women's Equality and Health.
20. PETL will lead a discussion on the advantages of promoting the Atlantic provinces as a region, using the recognized brand of l'Acadie to attract potential francophone and francophile newcomers to New Brunswick.
21. PETL will work more closely with Economic Development Agencies to link labour market needs for skilled labour with potential francophone and bilingual newcomers.
22. PETL will work with l'Association des municipalités francophones du Nouveau-Brunswick to promote the benefits of immigration in maintaining the culture and language of francophone municipalities.

Work with existing partners to promote francophone immigration to New Brunswick.

Actions

23. PETL will build on its existing relationships with Canadian embassies in francophone regions to use their knowledge of francophone markets.
24. Continue to work with the Réseau en immigration francophone du Nouveau-Brunswick to promote francophone immigration as a means of maintaining New Brunswick's linguistic balance.

25. Work with CIC to ensure uniformity of messaging when talking about the advantages of francophone immigration

Year 2:

Work with regional stakeholders, the CCNB and the Université de Moncton regularly to identify current and anticipated needs for skilled francophone and bilingual workers.

Actions

26. PETL will work with the francophone post-secondary education institutions, using labour market information made available through the Labour Force and Skills Development Strategy, to identify markets that can both meet the needs of the institutions and New Brunswick's labour market.
27. PETL will work with the CCNB and the Université de Moncton to leverage existing partnerships in francophone markets by ensuring New Brunswick students who work/study abroad have the tools to promote New Brunswick as a destination to study, work and live.
28. PETL will work with CCNB, Université de Moncton and Place aux compétences to develop materials that will allow international students who return to their country to promote New Brunswick as a destination to study, work and live.
29. PETL will develop an Atlantic partnership to attract and retain francophone working holiday permit holders to the region as a potential source of immigrants.

Year 3:

Evaluate the benefits of promoting the Atlantic region as a francophone immigration destination as we embark on the last year of the Action Plan.

Action

30. PETL, through the Council of Atlantic Premiers, will lead the development of a study aimed at measuring the success of promoting Acadian culture, and the Atlantic region as a destination of choice for francophone and francophile immigrants.

Conclusion

New Brunswick now has a renewed Population Growth Strategy and first-ever Francophone Immigration Action Plan. The objectives articulated in these documents complement Government's overall vision of a stronger economy and an enhanced quality of life, while living within our means.

Work is already underway on several fronts to move this action plan forward, from developing a new immigration partnership with the federal government to collaborating with our Atlantic counterparts on joint promotion and attraction efforts. The Department of Post-Secondary Education, Training and Labour also recently restructured its human resources to reflect the strategic priorities outlined in this document by dedicating a unit to focus on francophone immigration.

The success of this strategy over the next three years requires the active participation of government, industry, businesses, educators and workers alike.

Government wishes to thank the Société de l'Acadie du Nouveau-Brunswick (SANB) for hosting a day-long consultation on the Population Growth Strategy and the Francophone Immigration Action Plan.