



NEW BRUNSWICK
MULTICULTURAL
COUNCIL

IMPACT REPORT

2018 | 2019





**SUPPORTING
IMMIGRANT-SERVING
AGENCIES AND
ETHNO-CULTURAL
ASSOCIATIONS
SINCE 1983.**

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MESSAGE FROM PRESIDENT



As I look back on my first year as President of NBMC, I am incredibly proud and deeply inspired by the work we have achieved together with our members, funders and partners.

The following are just a few of our highlights and successes:

- NBMC completed the New Conversations tour to 15 different communities, resulting in a report and several recommendations for all levels of government and community stakeholders;
- The Government of New Brunswick launched their new population growth strategy, which adopts many of the recommendations from the New Conversations report;
- NBMC engaged Ernst and Young to complete a sector-wide HR study to identify strategic opportunities for our sector, and improve our ability to attract, develop and retain talented professionals to work in our agencies;

- NBMC's youth employment and leadership programs supported over 50 immigrant and refugee youth to develop their career paths in New Brunswick and become change-makers in our province; and,
- NBMC secured several new projects starting in 2020, including a new Rural Settlement Network (RSN), which will enable us to add new staff resources in 6 smaller and Francophone communities across New Brunswick.

Last year, NBMC renamed its annual report as our “Impact Report”. This was not simply a rebranding exercise – it was changed to better reflect our organizational values and commitments. It also aligns with the important work that NBMC is doing to strengthen our capacity as your provincial umbrella through LIFT’s “Better Beginnings, Bigger Impact” project. Over the coming year, we will be even more aggressive about demonstrating clear and compelling impacts for our members, funders and newcomers across the province.

I am reminded on a daily basis of the social, cultural and economic importance of our collective efforts as multicultural and settlement agencies. We are literally improving individual lives and strengthening our local communities every single day.

Over the coming year, we need to build on our momentum and incredible legacy as New Brunswick's settlement sector. We have accomplished so much together, but I believe strongly that our best years are still yet to come.

Yours sincerely,

MONCEF LAKOUAS
PRESIDENT OF THE NEW BRUNSWICK
MULTICULTURAL COUNCIL

BOARD OF DIRECTORS

EXECUTIVE COUNCIL



►
MONCEF LAKOUAS
PRESIDENT



►
RAMBHA PERSHAD
1ST VICE-PRESIDENT |
PRESIDENT, MIRAMICHI
REGIONAL MULTICULTURAL
ASSOCIATION



◀
BIN ZHANG
2ND VICE-PRESIDENT |
PRESIDENT, MULTICULTURAL
ASSOCIATION OF
FREDERICTON



◀
KASSIM DOUMBIA
SECRETARY | PRESIDENT,
COMITÉ D'ACCUEIL,
D'INTÉGRATION ET
D'ÉTABLISSEMENT DES
NOUVEAUX ARRIVANTS DE
LA PÉNINSULE ACADIENNE
(CAEINA-PA)



◀
JULIAN RIVA
TREASURER | PRESIDENT, CHARLOTTE COUNTY MULTICULTURAL
ASSOCIATION

BOARD MEMBERS

DR. EMIN CIVI
PRESIDENT, SAINT JOHN NEWCOMERS
CENTRE (SJNC)

LAURIANE LAFORGE
PRESIDENT, CENTRE D'ACCUEIL
ET D'ACCOMPAGNEMENT
FRANCOPHONE DES IMMIGRANTS DU
SUD-EST DU NOUVEAU-BRUNSWICK
(CAFI)

SAA ANDREW GBONGBOR
PRESIDENT, NEW BRUNSWICK AFRICAN
ASSOCIATION

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SAINT JOHN

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COMMUNITY OF NEW BRUNSWICK
(FCNB)

MADHU VERMA
PRESIDENT, ASIAN HERITAGE SOCIETY
OF NEW BRUNSWICK (AHSNB)

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MULTICULTURAL ASSOCIATION (RMA)

HECTOR GUY ADÉGBIDI
PRESIDENT - CENTRE DE
RESSOURCES AUX NOUVEAUX-
ARRIVANTS DU NORD-OUEST
(CRNA-NO)

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PRESIDENT - MULTICULTURAL
ASSOCIATION OF THE GREATER
MONCTON AREA (MAGMA)

JACQUES OUELLET
PRESIDENT - MULTICULTURAL
ASSOCIATION OF THE CHALEUR
REGION (MACR)

BERDIE FISHER
PRESIDENT - MULTICULTURAL
ASSOCIATION OF CARLETON COUNTY
(MACC)

RALPH THOMAS
PRESIDENT - PRIDE OF RACE, UNITY
AND DIGNITY THROUGH EDUCATION
(PRUDE)

NAIRN HAY
PRESIDENT - MULTICULTURAL
ASSOCIATION OF SUSSEX (MAS)

NBMC MEMBER AGENCIES

The New Brunswick Multicultural Council Inc. (NBMC) is a bilingual, not-for-profit, umbrella organization committed to supporting immigrant-serving agencies and multicultural and ethnocultural associations in the province. Since 1983, NBMC has facilitated member, government and community efforts to make New Brunswick the province of choice for both newcomers and residents through enhancing the economic, social, and cultural value of diversity.

NBMC's works with its member agencies by promoting the benefits of multiculturalism and immigration to our province, and the work that is being accomplished by our sector every day. We support our member agencies through collaborative initiatives and advocacy efforts, and we connect our agencies to each other and to partners and stakeholders from across the province, region and country to enhance our impact and build bridges.



STAFF



►
ALEX LEBLANC
EXECUTIVE DIRECTOR



►
GINETTE GAUTREAU
ASSISTANT DIRECTOR

◄
JOSÉ POIRIER
MANAGER OF FINANCE,
HR AND OFFICE
ADMINISTRATION



◄
MADELEINE WHALEN
MANAGER OF
MEMBER SUPPORT



►
ABBY DAVID
MANAGER OF
EMPLOYMENT
INITIATIVES



►
ARIANNE MELARA
MANAGER OF
YOUTH INITIATIVES



◄
JUSTIN RYAN
TRAINING AND
DEVELOPMENT
MANAGER



◄
NICOLE NADER
PROJECT MANAGER



►
GORDON MIHAN
PUBLIC ENGAGEMENT
AND MARKETING
COORDINATOR



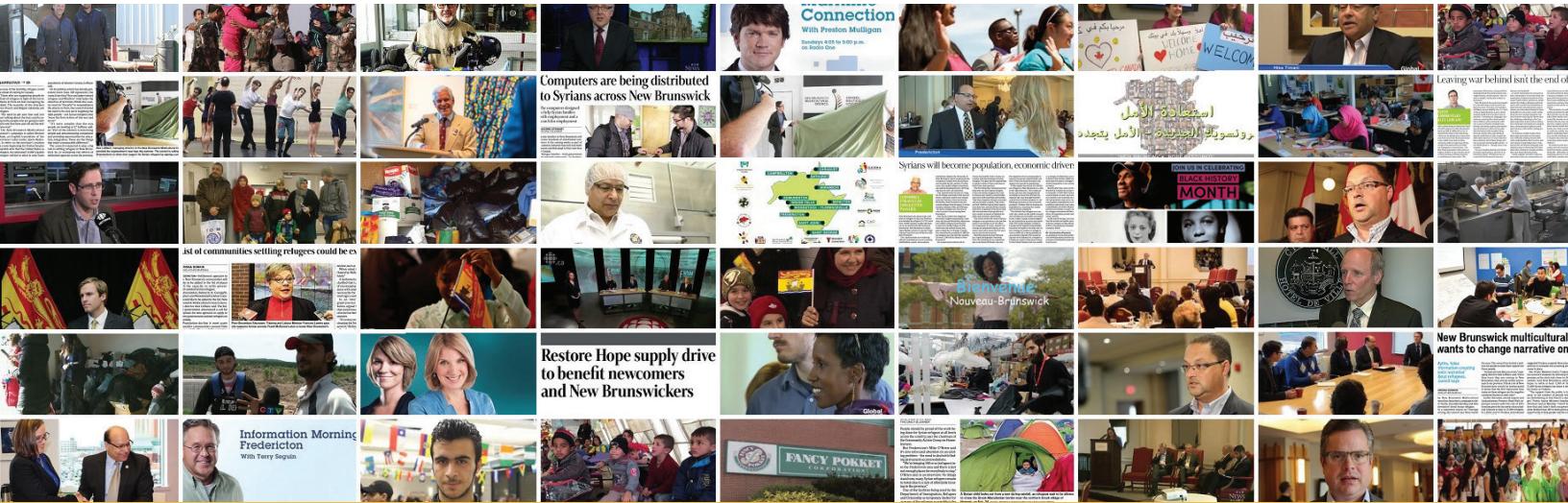
►
RACHEL SLIPP
OFFICE AND
PROJECT ASSISTANT





PROMOTE

NBMC IN THE NEWS



NBMC ACTS AS THE PROVINCE'S LEADING VOICE FOR PROMOTING THE POSITIVE EFFECTS OF IMMIGRATION AND MULTICULTURALISM.

NBMC's team and member agencies regularly field some of the most challenging questions and stories of the day and take the opportunity to underline the roles the member agencies and diverse programs play in building inclusive communities.

SOCIAL MEDIA

NBMC engages with an online audience of 9205 individuals through Facebook, Twitter, and our monthly newsletters. The subjects of engagement vary from news stories, upcoming events, opinion pieces, videos, newsletters and project updates. Content shared by NBMC strives to balance current events, reports, and news articles with original content and promotion of member success stories and initiatives.

**910**

NEW FACEBOOK PAGE LIKES

**244**

NEW TWITTER FOLLOWERS

HOW ENGAGED WERE OUR ONLINE AUDIENCES?

LIKES



April 2018 - March 2019

13,672 likes

↑ an increase of **42%** from the previous fiscal year.



April 2018 - March 2019

603 likes

↑ an increase of **17%** from the previous fiscal year.

SHARES / RETWEETS



April 2018 - March 2019

1,543 shares

↑ an increase of **13%** from the previous fiscal year.



April 2018 - March 2019

402 retweets

↑ an increase of **23%** from the previous fiscal year.

TRADITIONAL MEDIA

HEADLINE HIGHLIGHTS

"IMMIGRANTS, INTERNATIONAL STUDENTS ARE BOOSTING PROVINCIAL ECONOMY, REPORT SAYS"

"IMMIGRATION IS A VALUE-ADD FOR THE PROVINCE"

"NEW CONVERSATIONS' OPENS IMMIGRATION DIALOGUE"

"PROVINCIAL TOUR RAISES AWARENESS ON THE IMPORTANCE OF IMMIGRATION FOR THE NB ECONOMY"

"CHAMPIONS FOR CULTURAL DIVERSITY HONOURED IN BATHURST"

"LABOUR SHORTAGES FOR SKILLED WORKERS A MAJOR CHALLENGE FOR ENTREPRENEURS"

FROM APRIL 2018-MARCH 2019 NBMC HIGHLIGHTED
THE ROLE IMMIGRATION IS PLAYING IN 36 DIFFERENT NEWS STORIES IN
14 DIFFERENT NEWS OUTLETS



NEW CONVERSATIONS TOUR



New conversations are the starting point for our regions' successes and growth. *New conversations* between neighbours and new friends can spark new ideas, innovative approaches, and solutions to the challenges facing New Brunswick. *New conversations* lead to change.

NBMC therefore launched the New Conversations Tour, which invited New Brunswickers to lead a constructive dialogue around immigration, the economy, and the vitality and sustainability of our communities guided by the following objectives:

- To raise awareness of the demographic and labour market realities in each region of New Brunswick with employers, municipalities, community agencies, and the general public;
- To engage employers in the possibility of exploring immigration to address immediate and future labour shortages; and
- To engage communities in discussions and stimulate their future actions to provide welcoming communities for immigrants.

IMPACT

NBMC collaborated with its 17 member agencies and over 100 partner organizations to spark “New Conversations” in 15 towns and cities across our province. These conversations focused on the economy, immigration and the strength of our communities. With the support of all of our partners, we have built further momentum and connections across the province.

TOUR OUTCOMES

David Campbell (CEO of Jupia Consulting and former Chief Economist of New Brunswick) and Richard Saillant (economist and author) presented regional labour market profiles at the 15 community events held across the province. The statistics were brought to life by engaging newcomers in each region, employers and community leaders to speak about their experiences with immigration in their own regions.

Following the presentations, attendees engaged in a dialogue about the realities, challenges, and opportunities in their regions related to population growth. The report summarized the rich outcomes of these conversations, and outlined recommendations and calls-to-action for local, provincial, and federal governments, as well as other stakeholders, to increase immigration and improve newcomer integration and retention across New Brunswick.

In November 2018, NBMC released a post-tour report summarizing findings from the initiative that stated New Brunswick should raise the number of immigrants it welcomes to 1 percent of its population each year, or around 7,500 newcomers annually, if it wants to grow its economy and sustain labour market needs.

We were therefore pleased to see this goal adopted by the Government of New Brunswick in the newly-launched 2019-2024 population growth strategy, *New Beginnings*.

To welcome and integrate higher rates of newcomers will require the work and efforts of all members of the community. That is why the New Conversations tour also set recommendations for all levels of government, employers and community members to share the responsibility and act collectively in building inclusive and prosperous communities.

SINCE THE TOUR, WE HAVE SEEN:

- Significant interest in the New Conversations model for public engagement, including requests for presentations at four national conferences and two international forums;
- Increased use of labour market and demographic data used in public messaging with media and in local communities;
- Three local/regional population growth plans under development;
- Four local committees established to improve coordination and planning for immigration;
- One new Multicultural Association in Sussex;
- Dozens of multicultural celebrations and welcome fairs for newcomers.



OVER
70
PANELISTS

OVER
1300
TOUR PARTICIPANTS



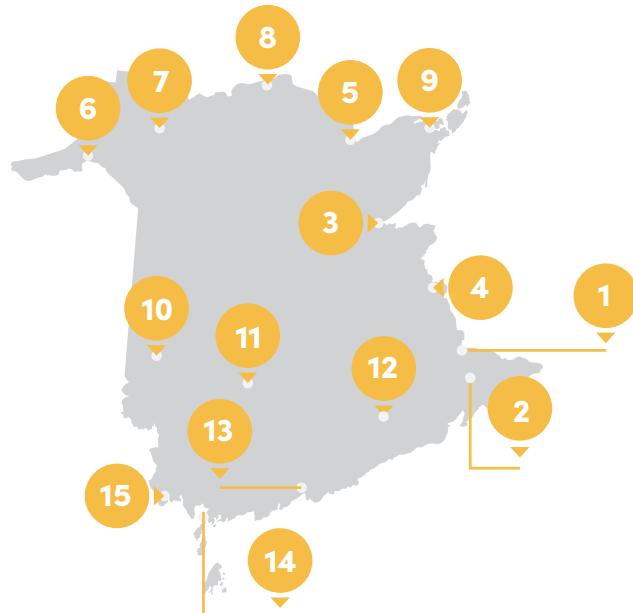
My advice for newcomers is: don't give up. Try to introduce yourself, get more connected, volunteer in the community. My advice for the local community is to have more opportunities for newcomers, have more chances to build trust.

100
PARTNERS ENGAGED

MOSTAFA ABOELNEIL,
NEWCOMER, AND NEW CONVERSATION TOUR PANELIST



- 1 SHEDIAC
- 2 MONCTON
- 3 MIRAMICHI
- 4 RICHIBUCTO
- 5 BATHURST
- 6 EDMUNDSTON
- 7 SAINT-QUENTIN
- 8 CAMPBELLTON
- 9 CARAQUET
- 10 WOODSTOCK
- 11 FREDERICTON
- 12 SUSSEX
- 13 SAINT JOHN
- 14 ST. STEPHEN
- 15 ST. GEORGE



THE YEAR AHEAD

NBMC is actively working on developing a phase two of the New Conversations initiative, in order to build on awareness and continue the efforts of partners to become more welcoming and inclusive for newcomers. Stay tuned!



What made my move to Campbellton so great was how welcoming the people were. The staff at the library even helped me find a home before I moved here. Being out in the community and letting people know you're here is important but being welcomed so warmly is truly special.

EVA FISCHER,
ACTING DIRECTOR FOR THE CAMPBELLTON CENTENNIAL LIBRARY
AND NEW CONVERSATIONS TOUR PANELIST.

OUR FUNDERS



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION,
TRAINING AND LABOUR
(POPULATION GROWTH DIVISION)



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



CHAMPIONS FOR CULTURAL DIVERSITY

Across New Brunswick, more employers are hiring immigrants and leveraging the talent of newcomers, more newcomers are demonstrating exemplary leadership in their communities, and more service providers and community leaders are going above and beyond to make their spaces inclusive and welcoming for all New Brunswickers. NBMC celebrates these leaders through its annual Champions for Cultural Diversity awards.

NBMC holds the Champions for Cultural Diversity event to recognize New Brunswick employers and individuals for their best practices in the areas of diversity, inclusion and integration of newcomers as well as newcomer contributions into the New Brunswick labour market.

IMPACT

The Champions for Cultural Diversity awards and recognition are part of NBMC's work in promoting immigration as vital to our province's future. More individuals and organizations are getting involved than ever before; that includes employers who are eager to learn how they can diversify their workforce, access foreign talent, and create more inclusive environments. The Awards contribute to a diverse community of champions, and by promoting their stories and demonstrating leading practices in integrating and celebrating newcomers in our province, they can act as inspirations and models for inclusiveness for all New Brunswickers.

2018 WINNERS

INDA INTIAR MONCTON, NB	JANDRY KONE BATHURST, NB	MOHAMED KHIRALLAH, RÔTICANA COFFEE COMPANY FREDERICTON, NB	NANDA AND VANESSA YAGAMBRUM, TRÉSORS ET DÉLICES GRAND FALLS, NB
MOUNT SAINT JOSEPH NURSING HOME MIRAMICHI, NB	SUNNYMEL CLAIR, NB	SOUTHERN COMFORT VILLA NURSING HOME BATHURST, NB	BANQUE NATIONALE, MAIN STREET BRANCH MONCTON, NB
KATHY WHYNOT FREDERICTON, NB		JUNIOR KALALA MONCTON, NB	

64
EMPLOYERS AND
INDIVIDUALS
NOMINATED IN 2018



24
CHAMPIONS AWARDED
SINCE 2016



141
EMPLOYERS AND
INDIVIDUALS
NOMINATED SINCE 2016



I think the general feeling in the past has been that they need us, that they want to come into our country. But I've learned through this exercise that we need them, we need their enthusiasm, we need their skills, we need their contribution to our community life.

DEBBIE WALLS,
DIRECTOR - MOUNT SAINT JOSEPH
NURSING HOME

CHAMPIONS OF CULTURAL DIVERSITY AWARD DISTRIBUTION SINCE 2016

- BATHURST
- MONCTON
- MIRAMICHI
- KINGSCLEAR FIRST NATION
- FREDERICTON
- SAINT JOHN
- CLAIR
- WOODSTOCK
- EDMUNDSTON
- GRAND-FALLS



THE YEAR AHEAD

Over 60 nominations were sent for the 2019 winners, representing an ever-growing list of champions from across the province. An International Student Category has already been added for 2019.



OUR FUNDERS



GOVERNMENT OF NEW BRUNSWICK
POST-SECONDARY EDUCATION, TRAINING AND LABOUR;
POPULATION GROWTH DIVISION



SUPPORT

CULTURAL COMPETENCY TRAINING

We are not born with culture, we are born into it. But what happens when we encounter people from other cultures? They provide vast opportunities to enrich our organizations and communities, but only if we can bridge the differences that naturally arise.

That is where NBMC's cultural competency workshops come in, providing insights and practical guidance on intercultural interactions. Designed for corporations, government departments, and community groups, the participants develop their cultural intelligence as they learn approaches to successfully operate in a multicultural environment.

IMPACT

14
GOVERNMENT AND COMMUNITY
WORKSHOPS

455
PARTICIPANTS

27
NEW CERTIFIED TRAINERS



WHAT DO THE PARTICIPANTS GAIN BY TAKING PART?

The courses have tailored modules to ensure they suit the needs of each group, the participants walk away with communication techniques and practical guidance specific to their field.

Leaders learn how to recruit and develop new talent, and fellow employees find out how to form effective teams that thrive on the differences. Government departments learn to respond to newly-arrived clients, educators develop techniques for teaching in multicultural classrooms, and medical staff understand more about delivering health services to culturally-different patients. Regardless of their sector or profession, NBMC has a module to ensure the participants get the most out of their valuable time.

HOW DOES CROSS-CULTURAL TRAINING HELP OUR COMMUNITY?

Our provincial future relies on attracting and retaining fresh talent from around the world. For this, we need inclusive communities that not only provide a welcoming environment, but that also build pathways for newcomers that allow them to integrate both socially and economically.

This workshop provides the guidance that governments, businesses, and community development organizations are looking for as we transform our province into an ever-more thriving and fascinating place for everyone to live.

ANNUAL HIGHLIGHTS

The year saw dozens of new trainers certified, building our capacity to respond to the increasing local demand from all regions and all sectors of the economy, driving growth and prosperity. Many were looking to become certified facilitators, and attended sessions that were held in Bathurst and Saint John to build their capacity.



**The presentation was a
valuable information session
that everyone could have taken
something from.**

NBCC STAFF PARTICIPANT



THE YEAR AHEAD

NBMC is developing a newly revised program, designed to provide far greater flexibility for both facilitators and clients. It contains a range of specialized modules to focus on particular industry and services sectors, ensuring that participants gain maximum value for their investment of time and resources.

It also allows facilitators to more easily select the segments that suit their style and the individual needs of each client, while still maintaining consistency of program.

FUNDER



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR
(POPULATION GROWTH DIVISION)

IMAGINE NB

In order to grow and prosper, New Brunswick needs the dreams, talents and leadership of its youth, and that includes immigrant youth. As they settle in their new communities, immigrant youth often encounter barriers and challenges that prevent them from developing as leaders in New Brunswick. These barriers can lead to social exclusion, marginalization, and outmigration which results in a loss of dynamic talents, perspectives, and skills.

Imagine NB is seeking to address this by providing a platform through which immigrant youth can develop their skills and become decision-makers and influencers in the province. It is a bilingual, provincial, two-year leadership accelerator program to support the ideas, talents and passions of immigrant youth aged 15-18 years old.

Over a series of 2-3 day weekend retreats, Imagine NB Youth Delegates came together to take their unique and diverse leadership to the next level by:

- Increasing cross-cultural awareness, dialogues, and interactions in schools and broader communities;
- Providing a platform for immigrant youth to grow, excel, and be better positioned to act as influencers, decision-makers and leaders in the future of NB;
- Supporting the creation of youth-led projects that are innovative and entrepreneurial; and,
- Providing an educational, meaningful, fun and inspirational outlet where youth can use their unique talents and gifts to be agents of change in their communities.

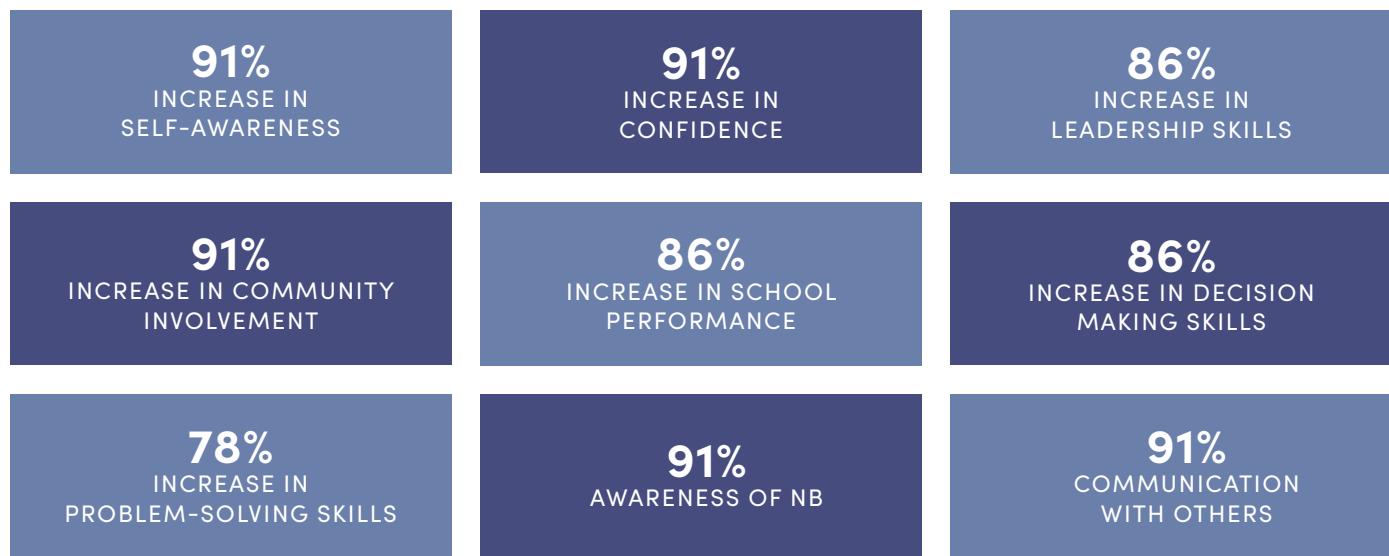


IMPACT

The program has helped participants and stakeholders in understanding and responding to the mental wellbeing needs of immigrant and refugee youth through placing community connections and relationships at the core. This has resulted in positive impacts in:

- MENTAL HEALTH
- COMMUNITY INTEGRATION
- SENSE OF BELONGING
- RETENTION
- SCHOOL PERFORMANCE

Our methodology to analyze the ROI of Imagine NB consisted in evaluating their self-evaluation before and after Imagine NB and interviewing parents, mentors, teachers, and youth chaperones about their growth and development.



“What is the Imagine NB program doing for you?”

**Confidence, Connections, New Skills,
Opportunity, Pride in Culture, Awareness
of Canadian Community, Friends.**

26
YOUTH
PARTICIPANTS:

21
PERMANENT
RESIDENTS +

7
CANADIAN
CITIZENS

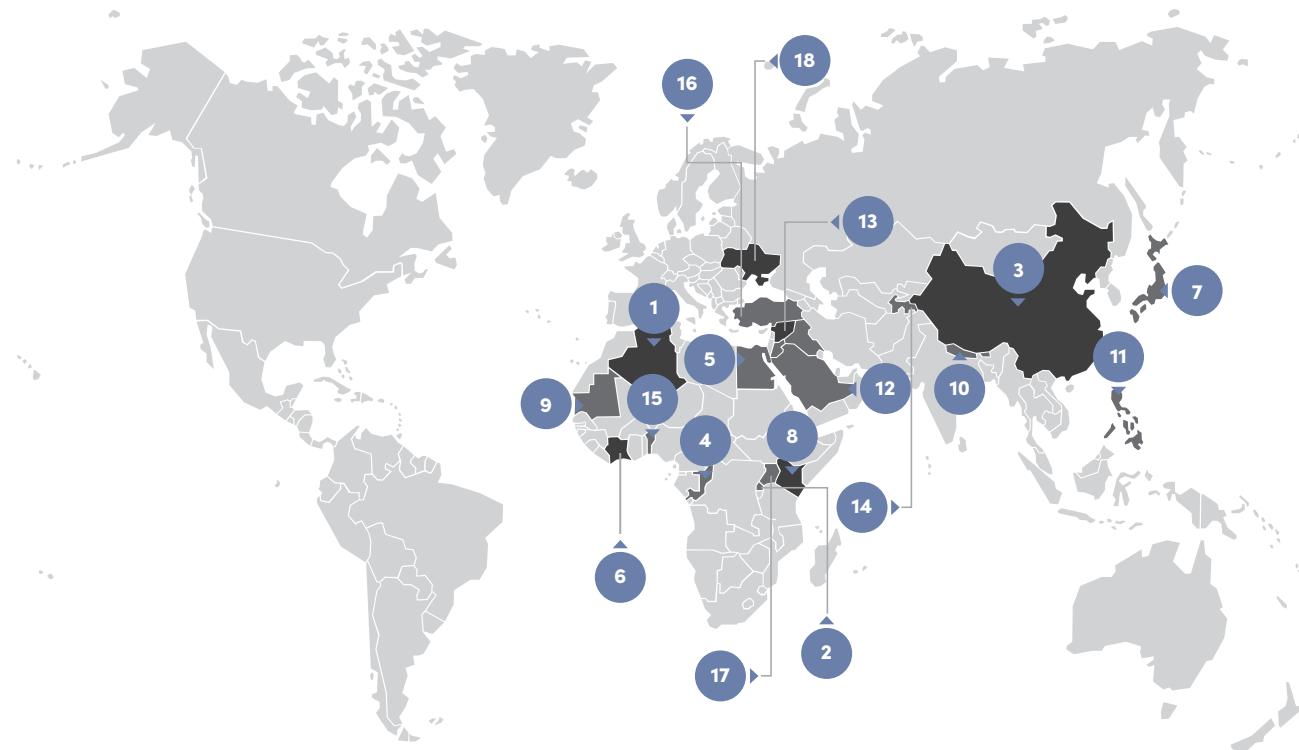


18 COUNTRIES REPRESENTED

1 ALGERIA
2 BURUNDI
3 CHINA
4 CONGO
5 EGYPT
6 IVORY COAST

7 JAPAN
8 KENYA
9 MAURITANIA
10 NEPAL
11 PHILIPPINES
12 SAUDI ARABIA

13 SYRIA
14 TAJIKISTAN
15 TOGO
16 TURKEY
17 UGANDA
18 UKRAINE



LEADERSHIP ACCELERATORS

Over the year, Imagine NB held a series of Leadership Accelerators weekend retreats, designed to promote and increase retention, inclusion, and empowerment in newcomer youth.

Newcomer youth often feel like fish out of water in their new environment, and struggle to feel truly connected. These retreats took program participants to expose them to new communities across the province, fostering a deeper sense of belonging, building leadership and communication skills, and establishing local ties in the new province they are now calling home. From museum visits to meeting the Premier, they found out what really makes each community tick.

Each retreat also had a theme carried through the entire event, steeping the participants in a newfound appreciation of the rich local Indigenous culture and the values of plurilingualism, and giving them a sense of where they fit in the larger picture of immigration and multiculturalism in New Brunswick.

- **MONCTON (MAY 2018)**
Entrepreneurship, Communication, and Careers in New Brunswick
- **MIRAMICHI (AUGUST 2018)**
Indigenous History in New Brunswick
- **WOODSTOCK (NOVEMBER 2018)**
Multiculturalism, Education and personal stories of Migration in New Brunswick
- **BATHURST (FEBRUARY 2019)**
Multiculturalism, Food Security in New Brunswick, Budgeting and becoming a change agent in the Community
- **FREDERICTON (MARCH 2019)**
Honouring Plurilingualism within a Bilingual New Brunswick



FUNDERS



GOVERNMENT OF CANADA
IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION,
TRAINING AND LABOUR (POPULATION GROWTH DIVISION),
AND DEPARTMENT OF EDUCATION AND
EARLY CHILDHOOD DEVELOPMENT



I really enjoyed learning from Elder Tully, about how sacred our world is, and that we should be mindful of our surroundings and have gratitude for every life on earth which surrounds us. I also loved learning about the symbols of Indigenous culture and what each of them represents. Celebrating their culture with singing and dancing was also my favourite. Together, we gathered ourselves from different places, and culture but it felt like we were one.

**YOUTH QUOTES FROM LEADERSHIP ACCELERATOR
IN MIRAMICHI (AUGUST 2018)
INDIGENOUS HISTORY IN NEW BRUNSWICK**



I felt like we learned valuable lessons such as team work and we got to learn about each other cultures through food like what spices we use or how the same ingredients are used in different forms. Generally, I think we got to learn more about each other as a person in this retreat.

**YOUTH QUOTES FROM LEADERSHIP ACCELERATOR
IN BATHURST (FEBRUARY 2019)
MULTICULTURALISM, FOOD SECURITY IN NEW BRUNSWICK,
BUDGETING AND BECOMING A CHANGE AGENT IN THE
COMMUNITY**

THE YEAR AHEAD

YOUTH ACTION GATHERING (YAG)

Organized by youth, for youth, this newcomer gathering brings together young voices and minds from all over Canada to address the realities of arriving in the country as an immigrant or refugee.

NBMC is partnering with the Canadian Council for Refugees and the New Brunswick Afrofest to bring this national conference to the Atlantic Provinces for the very first time.

STATE OF THE CHILD: NEWCOMER REPORT

By the New Year, NBMC will have gathered insights from youth through the Youth Action Gathering, Imagine NB events, and many other sources. NBMC's task will then be to take these varied ideas, perspectives, challenges, and suggestions, and compile them into a workable series of recommendations to present to government and stakeholders as to how we can reduce barriers and ensure that the skills, drive, and passion of these new arrivals are fully harnessed.

SKILLS LAUNCH

Young adult newcomers face significant language barriers, cultural and integration challenges. However, they also offer an amazing talent pool, extremely high levels of motivation, an entrepreneurial spirit and a tremendous potential to contribute to their local economy and community.

NBMC's Skills Launch Employability Program is designed to give young newcomers the skills, confidence, contacts and work experience they need to explore and learn how to pursue their career interests and pathway in Canada. The program provides education, skills and work experience in order to propel participants into employment or further education in New Brunswick.

Designed for the specific needs of newcomers aged 18–30 without a recognized high school degree, Skills Launch puts its participants on the path to fulltime work or further education and training. Over 10 months, participants spend 30 hours per week studying essential Canadian workplace skills. This is then reinforced through receiving valuable work experience in their area of interest through both volunteering and a six-month paid work placement.

Skills Launch is being delivered and was developed in partnership with the following NBMC member agencies:



"Having diversity in the workplace is important to me. It opens the eyes of parents as well as educators, and it brings so much more into our centre that we can, in turn, give back to our kids."

HOLLY GRACE, HASTA'S EMPLOYER AT KINDERLAND DAY CARE, FREDERICTON



"When I came here I didn't have any confidence, like zero confidence and I was really worried about what to do, like how to make my future. But I gained confidence, now I think I can do anything."

HASTA SUBBA, FROM BHUTAN, SKILLS LAUNCH PROGRAM PARTICIPANT, FREDERICTON, HIRED BY KINDERLAND DAY CARE



It is important for us to be a part of the Skills Launch program. For us it's an investment in the workforce. The program gives us support to help new Canadians come in and integrate in the workforce..."... "They bring a cultural background and help educate some of our staff and team members to what are the different customs and habits going on in different countries.

PIERRE, SKILLS LAUNCH EMPLOYER
CANADIAN TIRE, DIEPPE, NB.

IMPACT

The program funding has created business success in the three delivery regions. Thanks to the hard work of our member agencies, 81 youth have taken part in job placements with more than 60 companies that have been increasingly challenged in meeting their workforce needs. These organizations have also been offered training and support by NBMC and our members, to ensure they have the skills to recruit, retain, and promote immigrant and multicultural employees to meet these needs.

WHAT DOES SKILLS LAUNCH DO FOR THE PARTICIPANTS?

The Skills Launch program empowers and supports participants to develop their networks, increase community involvement, and provides hard skills and experience that prepares them for the current and future labour market. Participants become more connected with the community throughout volunteering and networking opportunities. Their sense of belonging and a hope that they can contribute to our society and be successful with their pathways has been increased.

WHAT DOES SKILLS LAUNCH DO FOR NEW BRUNSWICK?

The Skills Launch program is demonstrating that strategic investment in supports, tools and training about the labour market for newcomer youth has a tremendous return for both the federal and provincial government in terms of empowering their labour force participation and self-sufficiency. Needs and opportunities that are available in our province is paid back by the strong commitment, high work ethics and enthusiasm of the young newcomers to give it all for a business or a community organization, so that they become an integral part of the community. This process is also showing high success rates of retention for the participants and their close families.

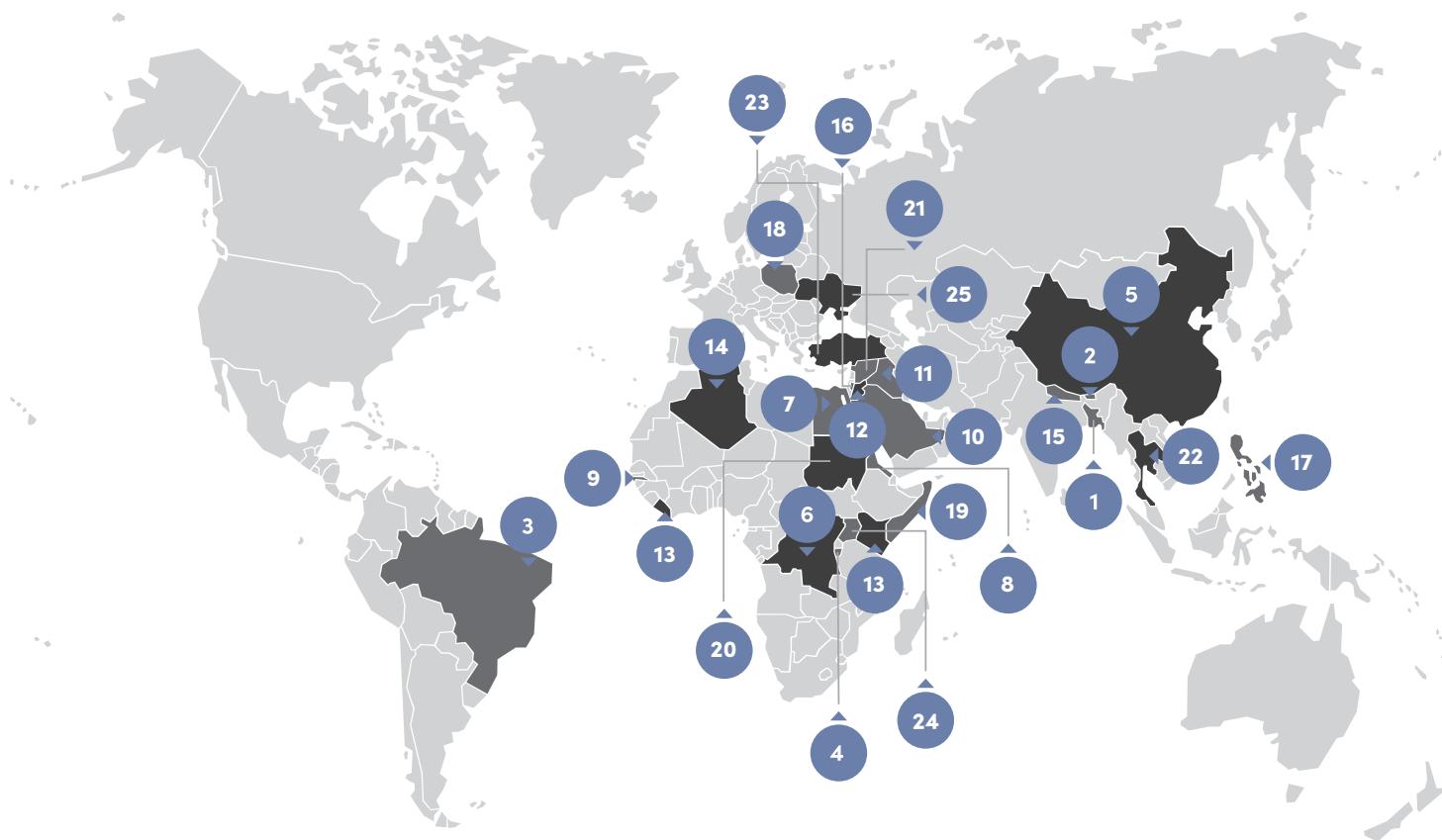
ANNUAL HIGHLIGHTS

We heard first hand from participants and from the 60+ New Brunswick partner employers of the impacts of this program on their lives. Even more importantly, that they have gained the skills necessary to make their new communities a better place to live. Ewa Ostrowska from Poland, a Skills Launch program participant in Moncton, carried out a six-month placement at the YWCA Moncton as an accounting assistant and has since been asked to stay on past her internship. She has also been asked to take the lead on "Employment my Way", a training program that helps women with job searches, market analysis and the development of business plans. She says:

"Without that [Skills Launch] program, I wouldn't have been able to find a job and find my place in the community".

25 NATIONALITIES REPRESENTED:

1	BANGLADESH	10	IRAN	18	POLAND
2	BHUTAN	11	IRAQ	19	SOMALIA
3	BRAZIL	12	JORDAN	20	SUDAN
4	BURUNDI	13	KENYA	21	SYRIA
5	CHINA	14	LIBERIA	22	THAILAND
6	CONGO	15	NEPAL	23	TURKEY
7	EGYPT	16	PALESTINE	24	UGANDA
8	ERITREA	17	PHILIPPINES	25	UKRAINE
9	GAMBIA				



3 COHORTS

40% HAVE DEPENDENTS

54% FEMALE

81 PARTICIPANTS

46% MALE

85% WITH A REFUGEE BACKGROUND

AVERAGE AGE: 25

85% NO HIGH SCHOOL DEGREE
RECOGNIZED IN CANADA

RESULTS

- **94%** Program Completed
- **85%** Secured meaningful jobs or returned to
- **50%** Employed full-time / increased earnings
- **10%** School / Post- secondary Education / Apprenticeships
- **32%** received their GED
- **7%** Entrepreneurs / Self-employed

60+ EMPLOYERS IN 3 STRATEGIC SECTORS:

HEALTH AND HUMAN SERVICES

CONSTRUCTIONS AND TRADES

HOSPITALITY AND FOOD SERVICE INDUSTRIES

THE YEAR AHEAD

The year ahead will see a combination of finalizing existing projects and looking for new opportunities to collaborate, including:

WRAP-UP: With the current project coming to a close in March 2020, the team is working on analyzing the data collected and preparing discussions of the successful results, outcomes and the impact on the participants, communities and partners. In the meantime, NBMC is working with multiple partners around financial and in-kind support for the continuation of the program.

SKILLS PATHWAYS EXPERIENTIAL LEARNING ALIGNMENT: Skills Pathways to Education programs, offered in a number of high schools across the province, has a 50% increase in the coming year. NBMC has therefore started a process of partnering with the provincial department of Education and Early Childhood Development (EECD) on the alignment of the core programs (Skills Pathways to Employment and Skills Pathways to Education).

COURSE ACCREDITATION: NBMC initiated a joint effort in facilitating conversations with NBCC business development and the registrar office, for accreditation of Skills Launch and the attached workplace experience for newcomers' youth acceptance tests and enrollment to the college.

FUNDERS



GOVERNMENT OF CANADA
EMPLOYMENT AND
SOCIAL DEVELOPMENT CANADA



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION,
TRAINING AND LABOUR

ATLANTIC IMMIGRANT CAREER LOAN FUND

Launched this year, the new Atlantic Immigrant Career Loan Fund (AICLF) is a community-based partnership led by the Immigrant Services Association of Nova Scotia (ISANS), and RBC Financial Services, in partnership with Atlantic counterparts from across the region, providing financial assistance in the form of a re-payable loan to skilled immigrants (Permanent Residents and Canadian citizens) as they seek to overcome qualification and credential issues in order to practice their profession in Canada.

This program is designed on evidence-based research with funding provided by Employment and Social Development Canada. In New Brunswick, NBMC, the Multicultural Association of Fredericton (MCAF), the Multicultural Association of the Greater Moncton Area (MAGMA) and the YMCA of Greater Saint John are all partnering in this initiative. Where MCAF, MAGMA and the YMCA of Greater Saint John provide AICLF services focused on their respective regions, NBMC is responsible for AICLF service delivery in all remaining rural and francophone regions across the province. NBMC has taken on a leadership role in the province in terms of coordinating AICLF partners meetings, promotion, the sharing of best practices amongst service providers as well as voicing concerns and feedback to the regional coordinator ISANS relating to the program administration in NB.

IMPACT

Several industries in New Brunswick are bracing for labour shortages while New Brunswick welcomes hundreds of newcomers with training and experience. However, immigrants often face significant challenges with foreign credential recognition when they come to Canada, creating considerable hardship for those impacted.

The AICLF will help change that and represents an investment of \$750,000 annually (approximately 50 loans of \$15,000), over the course of 4 years, towards Foreign Credentials Recognition (FCR) processes and is a concrete example of what New Brunswick is doing to support newcomers in pursuing the career path of their choice.



New Brunswick's talent pool has the potential to grow significantly. This Career Loan program will result in economic growth and provide a stable future for newcomer families, who are required to navigate the pathways to be recognized in their chosen professions. The program will allow individuals to utilize their skills, find a sense of belonging in their new home and grow in the community.

OLIVE OZOEMENA, MANAGER OF NEWCOMER PROGRAMS AT THE YMCA OF GREATER SAINT JOHN.

According to Myriam Mekni, Executive Director at MAGMA,

"Providing financial supports that contribute to the identification of professional pathways is key. This program provides newcomers with a greater opportunity to contribute to our region's economy".



REGIONAL PARTNERSHIP WITH 7 DELIVERY PARTNERS:

- MULTICULTURAL ASSOCIATION OF FREDERICTON, FREDERICTON, NB
- MULTICULTURAL ASSOCIATION OF THE GREATER MONCTON AREA, MONCTON, NB
- YMCA OF SAINT JOHN, SAINT JOHN, NB
- IMMIGRANT SERVICES ASSOCIATION OF NOVA SCOTIA, HALIFAX, NS
- PEI ASSOCIATION FOR NEWCOMERS TO CANADA, CHARLOTTETOWN, PEI
- ASSOCIATION FOR NEW CANADIANS IN NEWFOUNDLAND AND LABRADOR, ST JOHN'S, NL
- NEW BRUNSWICK MULTICULTURAL COUNCIL, FREDERICTON, NB

THE YEAR AHEAD

Over the 2019-2020 fiscal year, NBMC will work on engaging provincial partners as well as member organizations across the province to identify newcomers who would benefit from this program and get regulatory bodies and post-secondary institutions engaged in this issue. NBMC will partner with local employment counsellors, GNB Post-Secondary Education Training and Labour (PETL) offices and member agencies to reach target clientele and align support efforts for newcomers navigating FCR pathways.

FUNDER



ACCESSING INTERPRETATION SERVICES IN HEALTH-RELATED CONTEXTS IN NEW BRUNSWICK

As New Brunswick's population continues to diversify through immigration, there is an increasing demand for multilingual interpretation services for newcomers accessing different public and social services in their new community. Providing interpretation services does not just help reduce linguistic barriers, but it is central to providing high quality care that is accessible, equitable, timely, safe and client-centered.

NBMC was tasked with researching and consulting with sector experts on the availability, quality and process to accessing interpretation services in health-related settings. The project goals were to:

- Identify challenges, needs and best practices related to New Brunswick's multilingual population accessing qualified interpreters in health, mental health and addictions contexts.
- Explore models for coordination and consistency of interpretation and translation service delivery across New Brunswick.
- Provide interpretation training for community interpreters, settlement staff and service providers in health, mental health and addictions contexts.

IMPACT

The aim of this project was to explore how newcomers and immigrants in New Brunswick can receive inclusive, culturally sensitive and appropriate services in health, mental health and addictions settings, specifically by accessing qualified and trained interpreters with expertise and commitment to confidentiality and impartiality. The project led to:

- Completing a sector scan to evaluate current needs, challenges and best practices for interpretation service delivery in New Brunswick, related to mental health and addictions.
- Researching and drafting recommendations on system options to recruit, maintain and manage remuneration for interpreters.
- Conducting focus group consultations with immigrants and newcomers as well as health care providers who use interpretation services.
- Delivering training to community interpreters and health service providers.
- Organizing a cross-sector learning exchange to share challenges, best practices and explore ways to move forward as a province.

NBMC is committed to continuing to advance this conversation and work with partners and stakeholders to find meaningful solutions and improve practices to best support for newcomers needing interpretation in health and other sensitive contexts. This project shed light on notable challenges pertaining to the consistency, quality and availability of interpretation services and the need for a systemic way forward.

HIGHLIGHTS

As part of the environmental scan for this project, we organized six focus group sessions with community interpreters and healthcare professionals in Moncton, Saint John and Fredericton, New Brunswick, which helped identify common challenges, best practices and potential solutions for improving access and effectiveness of interpretation services in healthcare contexts.

A full report on the focus group sessions was prepared by an independent facilitator and consultant. These consultations were part of a broader consultation and knowledge gathering process, which took place over 5 months.

Overall, there is no one agency or government department responsible for ensuring people have access to interpretation services. This means that people living in New Brunswick, who speak a language other than one of the two official languages, frequently do not have the ability to understand the services they are receiving or even request the services they need.

CONSULTATION REPORT



A TOTAL OF 40 INTERPRETERS AND 29 HEALTHCARE STAFF

participated in the consultation sessions, which helped identify common challenges, best practices and potential solutions for improving access and effectiveness of interpretation services in healthcare contexts.

NBMC was able to host 2 Introductions to Community Interpretation workshops in Saint John and Moncton. A total of 32 interpreters and 35 healthcare professionals participated in these workshops.

FUNDER



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF HEALTH

FRANCOPHONE IMMIGRATION

New Brunswick is made stronger by its bilingualism. Special focus on promoting and supporting Francophone immigration initiatives and integration efforts is needed to ensure the adequate supports are offered to Francophone communities, service providers and newcomers who speak or are learning French in a minority language setting to flourish in our province.

NBMC has supported this commitment to promoting Francophone Immigration targets and settlement efforts through a range of programs and initiatives, including having a dedicated Francophone Engagement Officer, a representative and partnership with the Réseau en immigration francophone (RIF) and through ensuring bilingualism in its events, communications and engagements.

IMPACT

As a result, there is a strong framework of partnership, programming, and support for Francophone newcomers in the province, and our Francophone regions are seeing their demographic challenges met with collaborative and fresh perspectives.

NEW CONVERSATIONS

Nine Francophone communities were engaged through the New Conversations tour in 2018, totaling in 683 attendees engaged in a dialogue on demographic and labour market challenges, including local leaders and influencers, municipal governments, chambers of commerce representatives, business owners and newcomers.

Bringing the tour to Francophone regions – Shédiac, Cap-Pelé, Moncton, Richibucto, Caraquet, Saint Quentin, Campbellton, Bathurst and Edmundston – was important in the efforts to raise awareness and hear from Acadian regions, rural communities and Francophone employers on the economic, social and cultural impacts of immigration in their communities.

The New Conversations tour helped solidify and foster new partnerships with municipalities, businesses and associations across the province and encourage collaborative and shared efforts in welcoming and retaining newcomers in our communities.

NB FRANCOPHONE IMMIGRATION NETWORK (RIF-NB)



Since 2016, NBMC has been consistently involved in meetings and events with the Réseau en immigration francophone (RIF-NB), a network of Francophone community-based agencies, provincial associations and immigrant settlement agencies focused on advancing Francophone immigration, addressing common challenges, and enhancing communication efforts and promotion of Francophone immigration across the province. Through an established and consistent presence at the RIF-NB, and our participation in their communications committee, NBMC has been able to share a provincial settlement lens to these initiatives and learn from its counterparts in the network to inform its own programs and activities.

This key strategic presence has resulted in connecting to a number of associated initiatives:

- Conseil provincial des sociétés culturelles (CPSC): NBMC partnered with CPSC to take part in a panel at their Convergence symposium to speak about the New Conversations tour.
- Association des municipalités francophones du Nouveau-Brunswick (AMFNB): AMFNB invited NBMC to their annual conference to discuss the role of municipalities in the welcoming, settlement and integration efforts of newcomers in their communities.
- Communauté accueillante – Edmundston/Madawaska: NBMC has been granted an observatory and consultative role in the IRCC initiative “Communauté accueillante” that is being led by the RIF-NB in the Edmundston/Madawaska region. NBMC will be able to share the lessons learned and other takeaways from the project with its other member associations.
- Société nationale de l'Acadie (SNA) - Comité atlantique sur l'immigration francophone (CAIF): NBMC has strengthened ties with the SNA and CAIF, attending meetings and contributing to the SNA's roundtable discussions during their Colloque atlantique sur l'immigration francophone in October 2018.
- Dialogue NB: NBMC was also invited to take part in the jury committee responsible to determine the 2019 winners of the Lieutenant Governor's Dialogue Awards and attend Dialogue NB meetings.

FUNDER



GOVERNMENT OF CANADA
IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA

FRANCOPHONE IMMIGRATION WEEK

NBMC developed a social media communication plan for the 2018 Francophone Immigration Week in November, which had the highest social media engagement so far. The success of NBMC's Francophone Immigration Week was assessed in two different ways:

- 1) Francophone Visibility:** NBMC utilized social media to highlight consistent support of francophone immigration and its commitment to a bilingual social media presence; and
- 2) Ongoing Social Media Uptake:** Measured through new page likes and Twitter followers, we gained increased following through social media posts such as:
 - a. Messages from francophone member associations.
 - b. A message from NBMC's President, Moncef Lakouas
 - c. Success stories from francophone newcomers who have taken part in the different initiatives and programs led by NBMC.
 - d. NBMC's francophone 2018 Diversity Champion Award recipients.

As a result, NBMC surpassed 1000 engagements through this social media campaign and expanded its reach more than ever before (over 12 000 people).



This week is a special occasion to celebrate the important role francophone immigration plays in the enrichment and growth of our communities in New Brunswick and elsewhere in Canada. I would like to thank all the staff of our member organizations, all levels of government, community leaders and employers who help to welcome and support Francophone newcomers to our province.

MONCEF LAKOUAS, PRESIDENT OF NBMC

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élices



EY PROJECT

This year, NBMC partnered with Ernst and Young (EY) to complete a strategic sector review. This project came about following years of growth and structural change to the immigration and settlement sector.

New Brunswick is targeting a 1% population increase (from 4,610 newcomers in 2018 to 7,500 newcomers a year by 2024) which, aligns with the Canadian objectives. The newcomer sector in New Brunswick has already grown significantly in recent years (150% growth in sectoral employees) and growth is predicted to climb by predicted growth of more than 60%.

This growth will drive demand for new skills, capabilities and talent across the province. The importance of immigration has become crucial in supporting the province's economic and labour market objectives, and that is why NBMC embarked on this strategic study over the past year.

The primary driver to conduct this study is to ensure that investments are driven in the most appropriate areas of the settlement sector, and they are supporting in developing the human resources infrastructure required to continue to be the service provider of choice for both funders and newcomers.

THE SCOPE OF THIS STUDY INCLUDED THREE FOUNDATIONAL AREAS:

- The improvement of the working environment and quality of life for the sector;
- The improvement of the sector's ability to attract and retain talent; and
- The delivery of consistent high-quality service for newcomers.

This study revealed critical aspects of the sector's current challenges and its desire to invest in areas that will make a real difference to the lives of our newcomers and for the future of our province. The detailed report that followed shed a light on areas that are currently working very well and should continue to serve the sector, as well as opportunities for improvement that will make a real impact and improve the working environment for the people dedicating their talent to this work. It will also support them with career opportunities, recognition and tools, and the opportunity to have a thriving and lasting career in this inspiring sector.

IMPACT

The EY strategic study resulted in over 70 considerations for leading practices in human resource programs and service excellence, as well as a thorough and extensive HR Toolkit to support member agencies in building more cohesive, competitive and well-rounded employee value propositions and HR policies and practices.

Over the coming years, NBMC will support its member agencies in reinforcing their HR programs to further strengthen the sector, improve employee retention and ensure positive workplace environments for all employees working in this dynamic.

FUNDER



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR

LIFT PROJECT - BETTER BEGINNINGS, BIGGER IMPACT

LIFT is a national non-profit organization that increases the effectiveness and impact of social purpose organizations (SPOs) in Canada. They invest in non-profits, charities and social enterprises that build better lives for vulnerable and at-risk Canadians by removing barriers to good health, education, skills development and employment.

In 2018, NBMC applied through a rigorous process to partner with LIFT for their Better Beginnings, Bigger Impact (BBBI) program. Funded by Immigration, Refugees and Citizenship Canada, the BBBI initiative reunites 10 immigrant services organizations from across the country and helps expand their capacity and reach to deliver real change in the lives of Canadian newcomers.

BBBI COHORT

1. Association of New Canadians - St. John's, NL
2. Furniture Bank - Toronto, ON
3. Global Gathering Place - Saskatoon, SK
4. IEC-BC (Immigrant Employment Council of BC) Vancouver, BC
5. Immigrants Working Centre - Hamilton, ON
6. IRCOM (Immigrant and Refugee Community Organization of Manitoba) - Winnipeg, MB
7. Mennonite New Life Centre Toronto - Toronto, ON
8. New Brunswick Multicultural Council - Fredericton, NB
9. WIL Employment Connections - London, ON
10. Windmill Microlending - Toronto, ON & Calgary, AB

IMPACT

Through an extensive application process and many conversations and mapping, LIFT and NBMC landed on a 3-year plan (2018-2021) focused on supporting NBMC in priority areas of strategic and operational effectiveness. The 5 areas are:

- **Strategic Alignment:** To ensure NBMC's vision, mission, and strategic imperatives are better aligned with current reality, collective capacity and impact goals.
- **Impact & Performance Measurement:** To develop a robust measurement framework for NBMC to report on its social impact and improve performance management.
- **Marketing & Communications Strategy:** To elevate NBMC's profile and brand recognition across New Brunswick to consolidate its sector leadership in the province.
- **Governance:** To align NBMC governance approach with evolving mandate, refreshed strategic directions and industry best practices.
- **Human Resources:** To establish NBMC as a model of employer excellence and ensure clear operational policies and procedures mirroring industry best practices.

INTERNATIONAL STUDENT PROGRAM



Global competition for international students is at an all-time high, not only for post-secondary institutions but increasingly provinces across Canada are investing in programs to retain international students after they graduate.

How do you stand out in the global marketplace? How does New Brunswick encourage international students to stay beyond their degree? There has to be a connection to New Brunswick that goes beyond the classroom walls and the offer of a job.

One of New Brunswick's greatest assets is the natural beauty; from incredible hikes, to canoe routes, beaches, vast wilderness, to trails within city limits.

OBJECTIVES

- Expand the New Brunswick international student brand;
- Promote New Brunswick as an attractive option for settlement;
- Provide post-secondary institutions with a marketing tool that highlights the New Brunswick Brand in a way that differentiates the unique experiences of living in New Brunswick, and encourages recruitment of students who are the right ‘fit’ for settlement;
- Encourage international students participation in activities and events off campus.

IMPACT

More than 30 international student participated in “Learn to Camp” events hosted at Mt. Carleton Provincial Park. Videos and photos were generated to support the provincial government with marketing and promotion, and for use in the web portal.



FUNDER



GOVERNMENT OF NEW BRUNSWICK

DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR (POPULATION GROWTH DIVISION)



CONNECT

SETTLEMENT IN SMALL CENTRES COMMITTEE

When integrating newcomers, smaller and rural areas of New Brunswick face very different challenges from those of larger, urban centres. Access to housing, transportation, health services, child care services, local ethnocultural groups...All these factors become amplified.

NBMC members therefore initiated the creation of a settlement in small centers committee, made up of nine representatives from agencies in those centers, and met over teleconference calls to establish objectives, key challenges and priority areas. NBMC played a role in facilitating meetings, tracking minutes and creating a terms of reference for the committee. The committee's purpose is to strengthen communication, collaboration and partnership between settlement partners and with NBMC on matters related to settlement, integration and retention in smaller centers.

The committee is formed in recognition of the unique challenges and needs pertaining to immigration in rural regions and smaller communities, and seeks to inform advocacy priorities and strategic responses when calls for proposal arise.

THE YEAR AHEAD

MEETINGS

NBMC hosted a Small Centers Meeting in Shédiac, NB in August 2019, with support from an independent consultant to establish priority areas and a position statement pertaining to the reality of settlement, integration and retention of newcomers in rural areas. A total of 20 board presidents and executive directors from across the province participated and contributed to a final report, which will be used as an advocacy tool and resource moving forward.

RURAL SETTLEMENT NETWORK PROPOSAL

NBMC also convened a meeting with six settlement agencies who have limited or no funding from IRCC to write a joint proposal for the creation of a Rural Settlement Network. This Network would allow agencies in the rural areas and small urban centres of Campbellton, Saint Quentin, Caraquet, Miramichi, Chipman and Sussex to build capacity for settlement services that are relevant and appropriate to their needs.

GROWING TOGETHER CONFERENCE

NBMC's 4th annual provincial conference on immigration, settlement and multiculturalism, entitled Growing Together has expanded every year to draw new audiences and explore new themes. In 2018, NBMC hosted the conference in Beresford, NB. Despite an uncharacteristic late October snow storm, over 160 participants joined us.

The conference attracted a diverse group of stakeholders, community representatives, newcomers, employers and others who contributed to these important conversations.

The theme was *Growing Together: Conversation. Leadership. Action.* The conference built on the momentum of the New Conversations Tour to explore the important role that municipalities and local actors, including employers and community agencies, play in welcoming, integrating and retaining newcomers in our province. During the conference, NBMC launched its New Conversations Post-Tour Report, highlighting again the unprecedented demographic and labour market challenges that led to this tour, as well as the number of recommendations that came from the tour events.

The conference day was topped by our annual gala dinner with local cultural performances from an Acadian family and African dance troupe, as well as our Champions of Cultural Diversity Awards ceremony.



FUNDERS



GOVERNMENT OF CANADA
IMMIGRATION, REFUGEES AND
CITIZENSHIP CANADA



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING
AND LABOUR (POPULATION GROWTH DIVISION)

OVERCOMING BARRIERS PROJECT

Launched in 2015 this project came to a close in 2018. This three-year project has been built on the belief that no woman should have to navigate an unfamiliar, unresponsive, and under-resourced system when seeking support in situations of domestic and intimate partner violence (D/IPV).

With a goal of ensuring timely access to information and services through a coordinated community response model, Overcoming Barriers' stakeholders are diverse: it relies on partnerships, coordination and resource-sharing between provincial government departments, D/IPV support service providers, immigrant-serving and community organizations.

Overcoming Barriers has resulted in stronger relationships between the D/IPV and immigrant service providers. Along with increased understanding about D/IPV among immigrants and newcomers, public service providers have been educated about the complexities, increased risk, and barriers to safety faced by immigrant women in violent relationships. Findings have been shared and disseminated to provincial partners, and recommendations will be integrated into provincial strategies and training around cross-cultural supports for D/IPV victims.

Along with improved services, Overcoming Barriers has led to improved cross-sector connections and stronger connections among immigrant women, to help them share their stories about D/IPV for their own sakes, as well as to help inform culturally sensitive interventions.

IMPACT

Over 150 stakeholders were engaged across the province over consultations, workshops, trainings and meetings to promote community-coordinated responses to immigrant women experiencing D/IPV. Improved communication, collaboration and cross-sector learnings have led to more cohesive and aligned supports for newcomer women, strong recommendations for improving services, and cross-sector trainings and referral systems in Moncton and Saint John.

THE PROJECT RESULTED IN:

- The publication of the Domestic and Intimate Partner Violence Against Immigrant Women in New Brunswick Provincial Reference and Resource Guides.
- The creation of and continued support for the Immigrant Women's Association of New Brunswick
- An NBMC representative on the New Brunswick Women's Council – Myriam Mekni, Executive Director of the Multicultural Association of the Greater Moncton Area (MAGMA)
- The creation of a Moncton Steering Group on Immigrant Women Victims of D/IPV

THE YEAR AHEAD

NBMC organized a training symposium on cross-cultural supports for immigrant victims of D/IPV in September 2019, bringing together sector experts from New Brunswick, Ontario and Nova Scotia. Out of this project and culminating event, NBMC will develop a findings report on the project, listing recommendations and leading practices to inform future program and policy development.

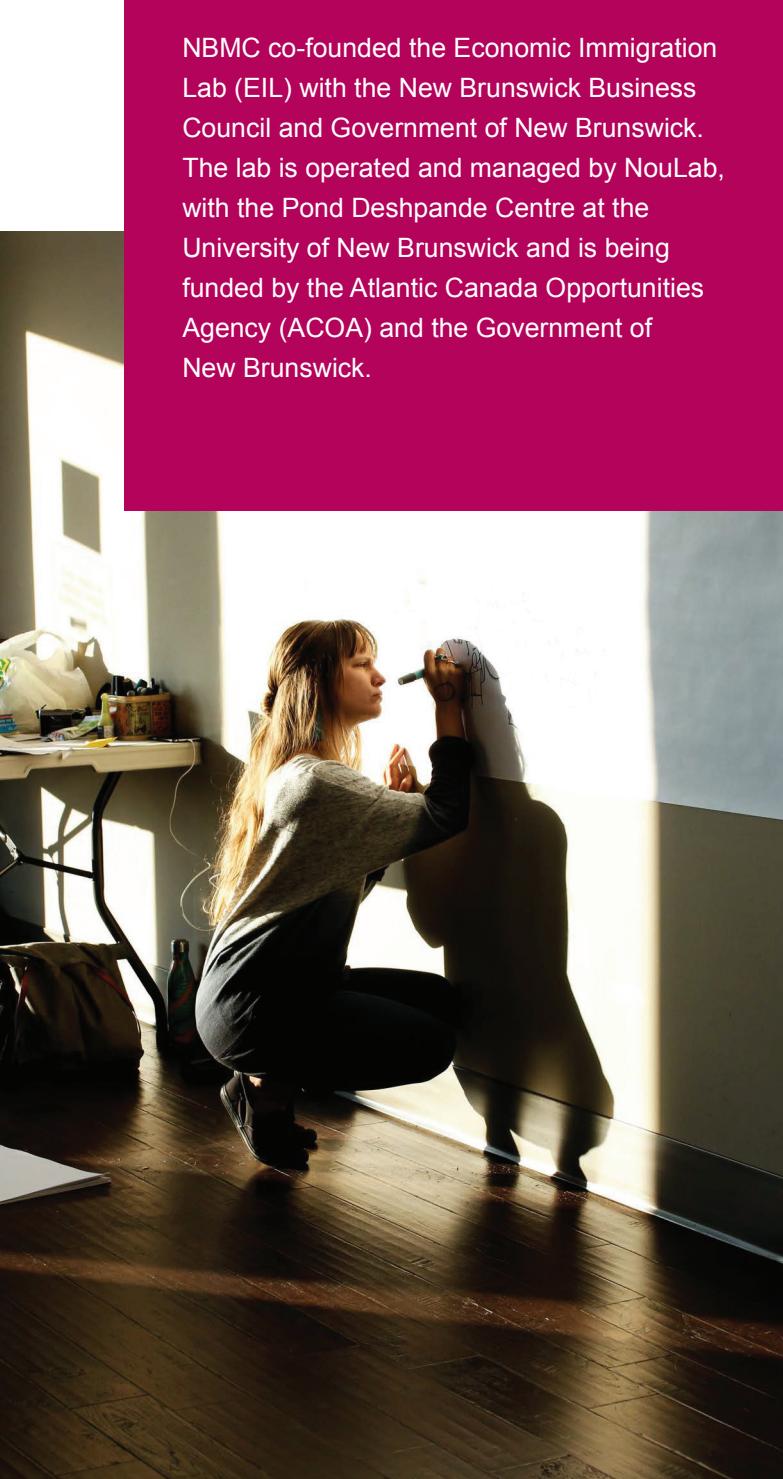
NBMC will also partner with its Ontario counterparts, OCASI, to organize consultations and identify best practices to support non-status and precarious status migrants in the province vulnerable to violence and abuse.

OVER 150 STAKEHOLDERS WERE ENGAGED ACROSS THE PROVINCE OVER CONSULTATIONS, WORKSHOPS, TRAININGS AND MEETINGS TO PROMOTE COMMUNITY-COORDINATED RESPONSES TO IMMIGRANT WOMEN EXPERIENCING D/IPV.



FUNDER

ECONOMIC IMMIGRATION LAB

A photograph showing a person with long hair, wearing a grey sweatshirt, crouching on a wooden floor and writing on a large whiteboard with a marker. The scene is lit by natural light coming from a window behind them, creating strong shadows.

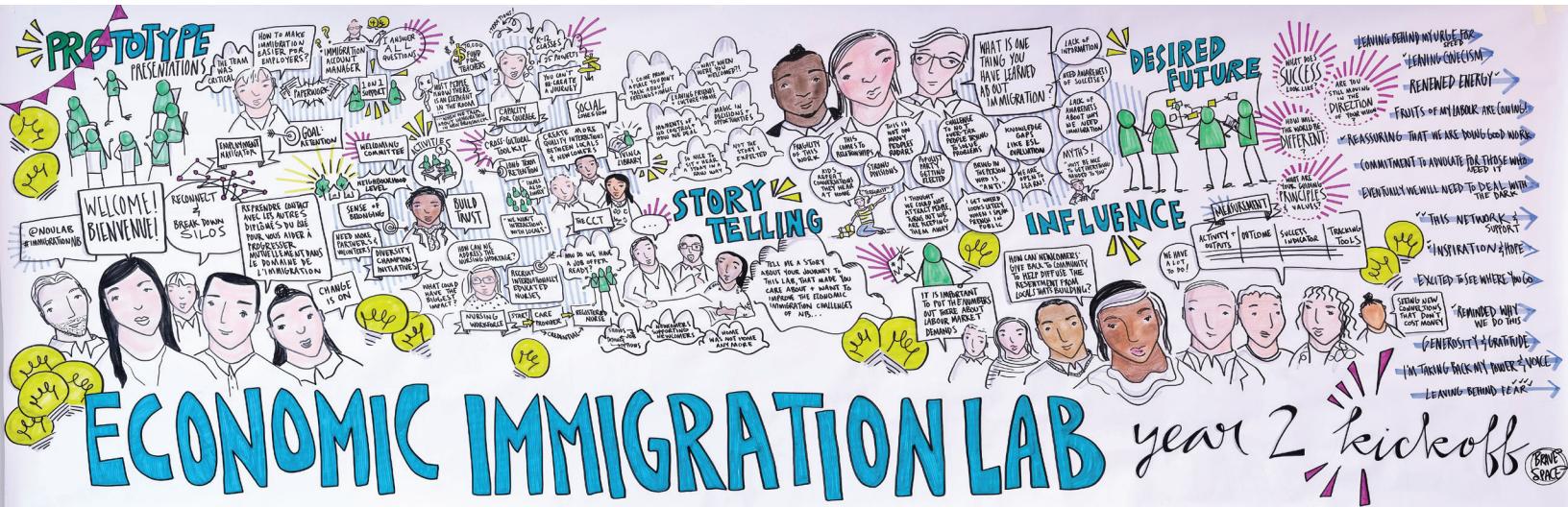
NBMC co-founded the Economic Immigration Lab (EIL) with the New Brunswick Business Council and Government of New Brunswick. The lab is operated and managed by NouLab, with the Pond Deshpande Centre at the University of New Brunswick and is being funded by the Atlantic Canada Opportunities Agency (ACOA) and the Government of New Brunswick.

The EIL is guided by a Leadership Council including the following individuals:

- Rob Kelly, Assistant Deputy Minister for the Atlantic Immigration Pilot and the department of Post-Secondary Education, Training and Labour
- Alex LeBlanc, Executive Director of the New Brunswick Multicultural Council
- Adrienne O'Pray, CEO of the New Brunswick Business Council
- Frédéric Dion, former Executive Director of the Association francophone des municipalités du Nouveau-Brunswick
- Thomas Raffy, Executive Director of the Conseil économique du Nouveau-Brunswick inc
- Angelique Reddy-Kalala, Immigration Strategy Officer for the City of Moncton
- Jeanetta Hill, Director of Community Development at the Atlantic Canada Opportunities Agency
- Michael Collicott, Economic Development Officer for the Region of New Brunswick at the Atlantic Canada Opportunities Agency

The three overarching questions guiding the lab teams are:

- How might we become leaders at attracting, welcoming and retaining newcomers to contribute to the economy of New Brunswick?
- How might we help newcomers to find meaningful employment and feel part of the New Brunswick community?
- How might we help employers find talent to grow their businesses?



COMMITTEES AND REPRESENTATIONS

In addition to presenting at over 50 provincial and national conferences and events, NBMC staff represent the agency and sector on a number of national, provincial and local committees, networks and councils, including but not limited to the following:

- Co-Chair of the Long-term Integration Committee
- Member of the Réseau en immigration francophone (RIF)
- Member of Muriel McQueen Ferguson Foundations Research Team on Violence Against Immigrant and Visible Minority Women in New Brunswick
- Public Safety Roundtable on Crime Prevention and Reduction, Department of Public Safety
- Community Coordinated Response to High-Risk Intimate Partner Violence Steering Committee, Department of Public Safety and Women's Equality Branch
- Love Shouldn't Hurt Working Group, Department of Public Safety
- Member of the Mental Health Commission of Canada's National Network on Immigrants, Refugees, Ethno-cultural and Racialized Populations
- Member of the New Brunswick Women's Council
- Member of the Immigration, Refugees and Citizenship Canada Advisory Committee on Social Innovation
- Member of the Immigration, Refugees, and Citizenship Canada Reference Group on the Pilot Program
- Member of the provincial Advisory Committee on Economic Immigration
- Judge for the Top 25 Immigrants in Maritimes Award
- Municipalité: Working Group on Municipal Election Representation, Association Francophone des Municipalités du Nouveau-Brunswick
- Member of Council on Articulations and Transfer of New Brunswick (CATNB) Committee
- Member of Prior and Learning and Recognition (PLAR) Committee
- NouLAB Foreign Qualifications Recognition Team (FQR) Multi-Stakeholders Working Group
- Canadian Council for Refugees (CCR) Immigration and Settlement Working Group
- Canadian Council for Refugees – Youth Action Group (CCR-YAG) chapters and organizing team
- Long Term Immigration Youth Sub-Committee
- Economic Immigration Lab (EIL) for International Educated Nurses - NouLab
- General Education Development (GED) for Newcomers pilot projects
- Laboratoire provincial Crées la suite (labo jeunes engagés)
- Fredericton Local Immigration Partnership's Children and Youth Committee
- Immigration roundtable with MP Matt DeCourcey on the Youth Council.
- Provincial Steering Committee on Inclusive Education.



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SUPPORT.
CONNECT.**

THANK YOU TO OUR FUNDERS

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