



NEW BRUNSWICK
MULTICULTURAL
COUNCIL

IMPACT REPORT

2020 | 2021



**SUPPORTING
IMMIGRANT SERVING AGENCIES
AND ETHNOCULTURAL
ASSOCIATIONS SINCE 1983.**

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MESSAGE FROM NBMC'S PRESIDENT

As we celebrated the New Year in January 2021 – celebrating a year of accomplishments at the New Brunswick Multicultural Council and having worked together through the COVID-19 pandemic – NBMC faced a new challenge and opportunity.



MONCEF LAKOUAS
PRESIDENT, NBMC

Our former Executive Director, Alex LeBlanc, who had served NBMC for over six years and led the organization through astounding growth and waves of change, announced that he was taking on a new opportunity with the New Brunswick Business Council.

The NBMC board embarked on a rigorous recruitment exercise and we happily announced in June they had retained Ginette Gautreau as our new Executive Director. Ginette has worked with NBMC for nearly six years and brings over a decade of non-profit management experience, together with a background in international development, humanitarian assistance and women's rights. The board and membership at NBMC unanimously agreed that Ginette's experience with the organization, along with her values and vision, were the best fit to guide the agency through its next phase.

In recent years, our province has aimed to build economic prosperity and social diversity through bold immigration targets, which has, in turn, resulted in significant growth for NBMC. This booming sector growth has led NBMC to set priorities on strategic alignment with our vibrant and diverse member

agencies and to provide leadership in working with government and partners on the critical work of growing our population and building inclusive communities. Through this, NBMC aims to create conditions for newcomers and members of the multicultural community to thrive and fully participate in the province, and this will be at the core of NBMC's mandate for the years to come.

Adding to this will be the need to grapple with complex issues such as dealing with the housing crisis, growing our post-pandemic labour market, striving for equity and representation of a growing diverse population, combating systemic racism, and much more.

IN EACH OF THESE AREAS, WE ARE MAKING PROGRESS, BUT MUCH WORK REMAINS:

Discussions around housing are growing and progressing more than ever – across the province, employers, governments, community leaders are engaged. COVID-19 has further exposed the need for affordable and equitable access to housing. Lack of availability and rising costs have elevated the issue as the top priority in the province, and we expect this year will bring changing tides and much-needed action to address the housing challenges in rural and urban communities across New Brunswick.

In employment, new initiatives have been launched in partnership with settlement agencies and governments, stronger collaboration between Working NB and NBMC and its member agencies, bridging programs such as the expansion of our Skills Launch youth employability program, deeper conversations on credential recognition for internationally educated nurses, grants and loans, like the Atlantic Immigrant Career Loan Fund, among many others. Employers are stepping up and ahead, as we have seen throughout our New Conversations Tour. Still, recruitment, workplace integration, language learning and valuing foreign experiences and qualifications linger as barriers to equitable participation in the workforce.

In education, NBMC has had the pleasure of working with the Department of Education to conduct a K-12 curriculum review and draft a response to Minister Cardy's Green Paper on Education. We also recently published new projection data for newcomer enrollment in our schools across the province. This work, combined with the innumerable efforts of our settlement agencies, educators and visionaries across the province, could shift the way NB schools educate our children and empower global citizenry among our youth, but we need the right supports, and mental health and wellness among our youth, especially after a year of disrupted learning, remains a significant concern.

In health, we have seen this past year more than ever the importance of communication and access to family care. The province was particularly challenged this year to collect and disseminate accurate and timely information on COVID-19 to all New Brunswickers – newcomers, especially those with limited English or French literacy levels could have been left behind were it not for the incredible collaboration we saw among our settlement agencies and ethnocultural associations across the province to work on translating and sharing information on COVID-19 to newcomer communities and ensuring their wellbeing. The pandemic further exposed cracks in our system from access to primary health physicians, to access to language interpretation, to access to Medicare.

With these ambitious goals ahead of her, the board, members, and staff of NBMC are elated to congratulate Ginette on her appointment and look forward to collaborating with her leadership to turn these visions into a reality for all New Brunswickers.

NBMC BOARD AND MEMBERSHIP

EXECUTIVE COUNCIL MEMBERS



MONCEF LAKOUAS
President



KAREN HACHEY
2nd Vice-President
President, PRUDE



BIN ZHANG
1st Vice-President



JULIAN RIVA
Treasurer
President, Charlotte County
Multicultural Association (CCMA)



KASSIM DOUMBIA
Secretary



JACQUES OUELLET
Member-at-large

BOARD MEMBERS

MADHU VERMA

Chair | Asian Heritage Society of New Brunswick (AHSNB)

LAURIANE LAFORGE

President | Centre d'accueil et d'accompagnement francophone des immigrants du sud-est du Nouveau-Brunswick (CAFi)

ISMAÏL SALAH DINE

President | Comité d'accueil, d'intégration et d'établissement des nouveaux arrivants de la Péninsule acadienne (CAIENA)

GINA MORENO

President | Filipino-Canadian Community of New Brunswick (FCNB)

PATRICK DUGUAY

President | Multicultural Association of the Chaleur Region (MACR)

BERDIE FISHER

Past-President | Multicultural Association of Carleton County (MACC)

CAMELIA RADU

President | Multicultural Association of the Greater Moncton Area (MAGMA)

GABRIEL KUATÉ

President | Centre de ressources pour nouveaux arrivants au Nord-Ouest (CRNA-NO)

YUSUF SHIRE

President | New Brunswick African Association (NBAA)

MELINDRIA TAVOULARIS

President | Restigouche Multicultural Association (RMA)

EMIN CIVI

Chair | Saint John Newcomers Centre (SJNC)

SHILO BOUCHER

Chair | Saint John YM-YWCA Newcomer Connections (SJY)

MELISSA MCKINNON

President | Multicultural Association of Sussex (MAS)

SANDY LIU

President | Multicultural Association of Fredericton (MCAF)

IBRAHIM FAIZAL

President | Miramichi Regional Multicultural Association (MRMA)

OUR MEMBERS

NBMC exists through and for its 17 member agencies – a collective of settlement agencies, multicultural associations and ethnocultural associations from across the province working every day to welcome and settle newcomers in our communities. These are the agencies that welcome and directly support newcomers, and build the much-needed local connections to the right services, supports, activities and discoveries!

Each member organization is part of a strong sector and is integral to our collective ability to enrich and grow our communities and enhance life in New Brunswick through cultural inclusion. Together, we learn from one another, share best practices and build connections with partners and stakeholders from across the province, region and country, amplifying our reach and increasing our impact.

NBMC's strength flows directly from the passion, dedication, and innovation of our members. While this report outlines the various impacts that have been brought about through NBMC's

activities, they are simply a reflection of what we have been able to accomplish through the collective work and dedication of the staff, leadership, and board members that make up our member organizations.

So, with this spirit, we extend our appreciation and admiration for their dedication to their clients and communities, and for their unfailing drive toward a New Brunswick that is home to a thriving multicultural community and a beacon in Canada for inclusive growth and prosperity.



NBMC TEAM



ALEX LEBLANC

Outgoing Executive Director
(Until January 2021)



GINETTE GAUTREAU

Assistant Director
Executive Director (June 2021)



JOSÉ POIRIER

Director of Finance, Human Resources
and Administration



ABBY DAVID

Director of Employment Initiatives



OLIVE OZOEMENA

Director of Programs and Operations



KHALIL MOKRAOUI

Skills Launch Coordinator



NICOLE NADER

Stakeholder Relations Lead
(Until June 2021)



JUSTIN RYAN

Training and Development Manager



ARIANNE MELARA

Senior Advisor
Policy and Strategic Relations



MADELEINE WHALEN

Senior Manager
Member Engagement



RACHEL SLIPP

Member Support Coordinator



GORDON MIHAN

Digital Engagement Manager



HUSONI RAYMOND

Anti-Racism Project and Policy Development
Coordinator (Until August 2021)



SHADWA RAMADAN

Manager - Women and Gender Initiatives



CARMEN BUDILEAN

Provincial Program Manager
Rural Settlement Network



LEAH STEVENSON

Settlement Coordinator
Chipman | Grand Lake Region



DITA ZAREMBO-GALINA

Settlement Assistant
Chipman | Grand Lake Region



PASCALE BELLAVANCE

Settlement Coordinator - Saint-Quentin Region



SONIA MAZEROLLE

Settlement Coordinator - Kent Region



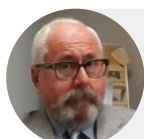
LUCIE-ANNE CORMIER

Settlement Assistant - Kent Region



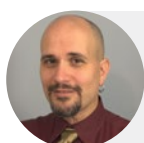
ALLYSON JACKSON

Skills Launch WES and EAL Instructor



GERRY CÔTÉ

Rural Employment and Language
Initiative Project Coordinator



TIM ROBICHAUD


Language Instructor (Chipman/Sussex)

OUR FUNDERS

Our projects, the impact in our communities, and collaboration are made possible thanks to the ongoing support of our generous funders. We would like to thank all our funding partners and grant providers for their contributions to our work and collective impact.

GOVERNMENT OF CANADA



 Immigration, Refugees and Citizenship Canada | Immigration, Réfugiés et Citoyenneté Canada

 Atlantic Canada Opportunities Agency | Agence de promotion économique du Canada atlantique

Funded in part by the Government of Canada under the Youth Employment and Skills Strategy | 

GOVERNMENT OF NEW BRUNSWICK



Department of Post-Secondary Education, Training and Labour

Department of Health

Opportunities New Brunswick, Population Growth Division

Department of Education and Early Childhood Development

OTHER FUNDERS AND GRANTS

Ontario Council of Agencies Serving Immigrants

Immigrant Services Agency of Nova Scotia

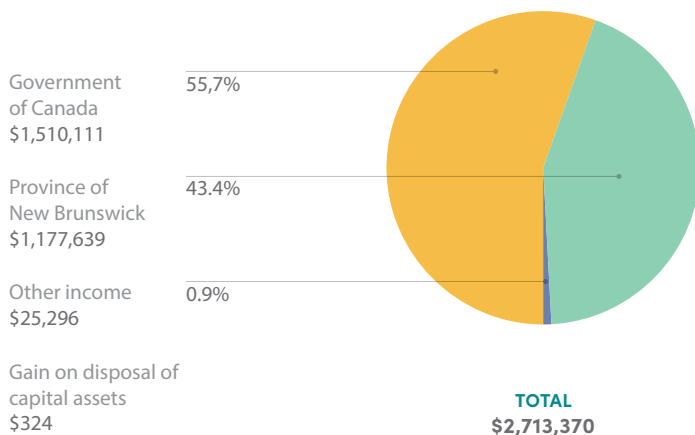
Rising Youth

Equitas

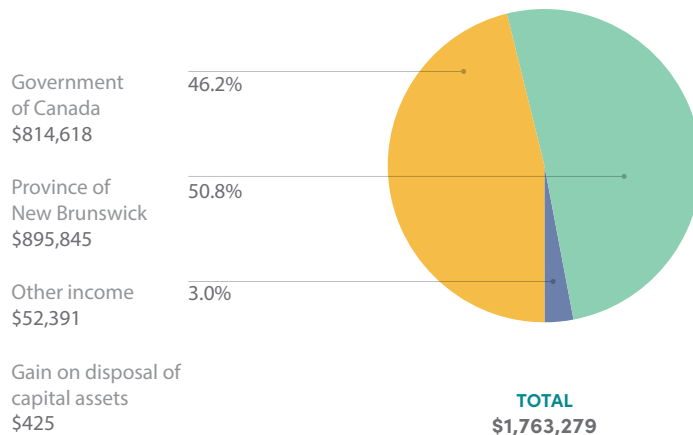
Canadian Council for Refugees

FUNDING OVERVIEW

REVENUE 2021

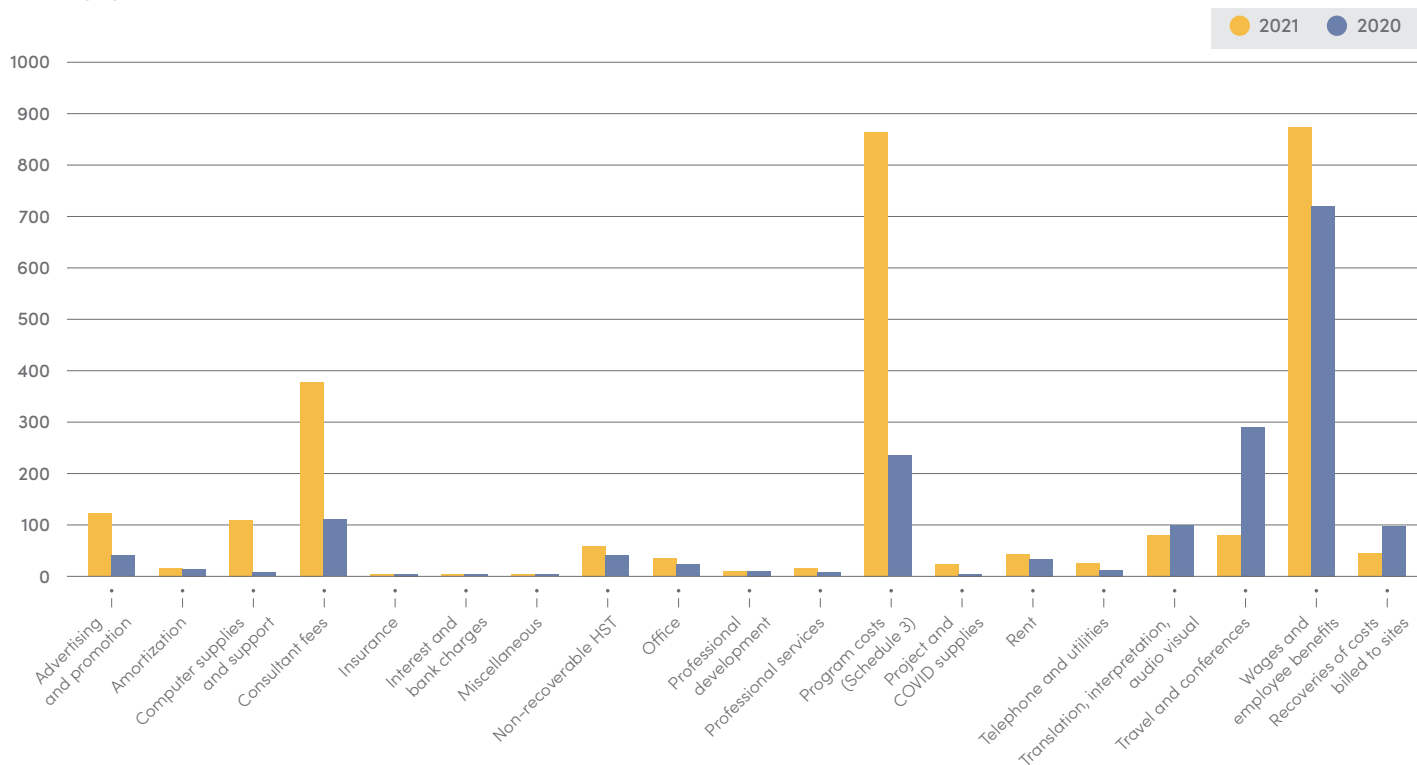


REVENUE 2020



EXPENSES	2021	2020
Advertising and promotion	121,651	37,367
Amortization	17,082	13,542
Computer supplies and support	109,903	7,460
Consultant fees	379,244	109,667
Insurance	2,846	2,589
Interest and bank charges	1,240	1,411
Miscellaneous	2,398	1,531
Non-recoverable HST	57,791	40,654
Office	33,454	21,730
Professional development	8,526	8,932
Professional services	14,971	6,395
Program costs	867,134	337,334
Project and COVID supplies	23,685	1,210
Rent	43,247	33,145
Telephone and utilities	22,975	10,015
Translation, interpretation, audio visual	80,059	100,088
Travel and conferences	79,656	292,471
Wages and employee benefits	876,295	723,903
Recoveries of costs billed to sites	(44,510)	-
TOTAL	\$2,697,647	\$1,749,444
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	\$15,723	\$13,835

EXPENSES



PROGRAM COSTS	2021	2020
Costs incurred directly by sites:		
Skillslink project		329,669
Administrative	90,691	
Equipment	3,272	
Wages and benefits	377,574	
Participants	25,908	
Other project costs	32,129	
Rent	37,727	
Travel	3,468	
Overhead	4,773	
Professional development	1,584	
Childcare	27,562	
Client transportation	3,266	
Delivery assistance	5,631	
Professional and consulting fees	25,969	
Publicity	3,031	
Non-recoverable HST	6,679	
TOTAL	\$649,264	\$329,669
Skillslink participants	207,857	-
Honoraria	-	7,665
IEN participants	10,013	-
TOTAL	\$867,134	\$337,334

PANDEMIC

Like all organizations, NBMC was severely impacted by the outbreak of the COVID-19 pandemic as we had to transition to working remotely and moving to an entirely virtual environment.

COVID-19 PANDEMIC RESPONSE

NBMC's 2019-2020 Impact Report outlined our initial responses to COVID-19 during the early months of 2020. At that point, new arrivals were dealing with the confusion of the onset of the pandemic as travel plans and work visas were thrown into chaos, and confusion mounted in the immigration community, leading to NBMC rapidly identifying a whole new set of priorities.

The need to provide social distancing required us to adjust many of our existing programs and activities, and the details of how we adapted can be seen within the various program descriptions contained in this report. In brief, all of our in-person programs such as Imagine NB, Skills Launch, Creating Inclusive Workplaces and Cultures, New Conversations, and our annual conference all had to pivot in terms of both content and delivery platforms in order to provide the experiences online. Despite this, we still managed to have multiple successful sessions across the board and graduated cohorts in all our key programs!

In addition, at the outset of the pandemic, four taskforces were created by NBMC to address the variety of new challenges our members were contending within the face of the rapidly-changing set of circumstances.

We still managed to have multiple successful sessions across the board and graduated cohorts in all our key programs!



CASE MANAGEMENT:

The need to close physical offices affected all industries, but the language and cultural barriers of our client base meant that the immigration sector was affected even more keenly by the inability to sit down with them face-to-face. The Case Management Taskforce developed tools and guides to help them best assess and address and respond to clients' needs during the pandemic and created a point of contact for quick dissemination of information, case management and discussion for settlement agency staff working with complex scenarios.

INFORMATION TECHNOLOGY:

As social distancing requirements drove the urgent need for access to online information services, the IT taskforce worked to ensure newcomers had the hardware and training needed to register for government support, access school services, and to stay connected to one another and their communities. The taskforce also helped draft and establish remote work policies, culminating in the team establishing a Customer Relations Database (CRM) that will enable our members to more effectively track and coordinate services across the board. The full details of this hugely impactful initiative can be found in the Client Relationship Management Software Acquisition section of this report.

COMMUNICATIONS:

Having established a distribution channel to newcomers throughout the province, the team continued to gather, summarize, and translate all key information newcomers would need to navigate the changing situation. The distribution channel continues to function to this day, and has been utilized in a number of facets such as a multifaceted campaign to ensure newcomers are encouraged and enabled to get their families fully vaccinated.

CHILDREN AND YOUTH:

Suddenly losing time at school, access to playgrounds, physical contact with friends, and having parents who were losing jobs, staying at home, and suffering extreme stress, all combined to hit children and youth particularly hard. This was greatly compounded for newcomer youth who were already struggling with language, online access, school integration, social connections, mental health struggles, and feelings of isolation.

These ad-hoc groups continued collaborating and providing much-needed resources to our members and the community before winding up in the summer of 2020. Thanks to the huge response from our members in providing staff to respond to this total sector priority, their talents, dedication, and extraordinary problem-solving abilities resulted in a range of key solutions at a critical juncture.

The pandemic continued to impact all of our lives, and NBMC would therefore like to extend our deepest thanks to the member agencies and taskforce staff that showed true commitment, innovation, and perseverance as we collaborated to help those most keenly impacted by the sudden shift in every aspect of their lives.

PROMOTE



Together, NBMC and its member agencies work as a collective voice to tell our stories, liaise with governments and strategic partners, and advocate for changes to **positively impact newcomers to our province.**

NBMC serves as a communication platform to amplify the experiences of our member agencies, which reflect the successes and challenges of newcomers, the activities of our members, and the news that affects us all. NBMC's team and member agencies regularly field some of the most challenging questions and stories of the day, and take the opportunity to shine a light on the work of our member agencies and the diverse programs that play in building inclusive communities.

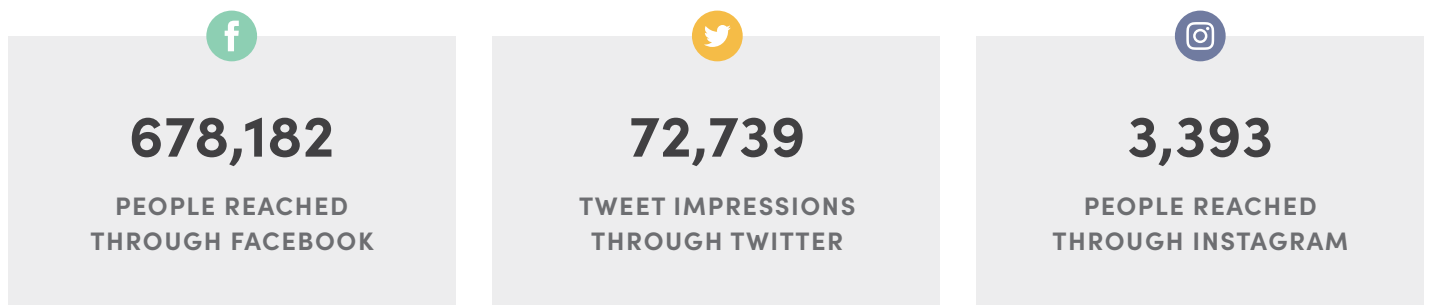
NBMC turns to both social media and traditional media to elevate multiculturalism in New Brunswick, to increase awareness and promote the values, contributions and benefits of immigration and economic, social and cultural inclusion.



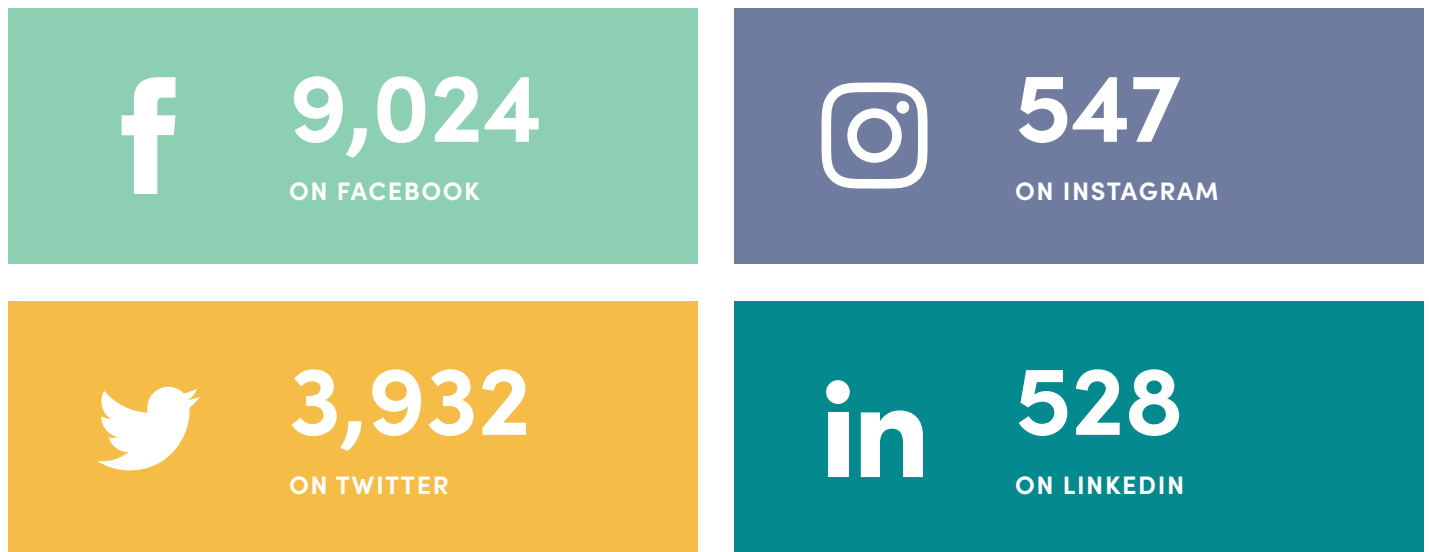
SOCIAL MEDIA OVERVIEW

NBMC engages with an **online audience of 14,000 individuals** through Facebook, Twitter, Instagram and LinkedIn. 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.

REACH APRIL 2020 – MARCH 2021



TOTAL FOLLOWERS



NBMC IN THE NEWS



From April 2020 – March 2021 NBMC highlighted immigration and was featured in **32 different news stories** in **13 different news outlets**.

KEY HEADLINES

Multicultural Council surveys New Brunswickers about racism

Christmas tree lots to support newcomers pop up around New Brunswick

Some immigrants should get to vote in civic elections, group says

Availability of affordable housing needs to be addressed, says multicultural group

What does COVID-19 mean for Immigration in NB

Delays in visa processing worry immigrants

CHAMPIONS FOR CULTURAL DIVERSITY

We believe that those who have committed to creating inclusive workplaces and demonstrated the benefits of adding depth to their employee skill base should be recognized, NBMC therefore recognized a range of individuals, organizations, and youth who have proven themselves to be champions of cultural diversity in our province.

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. Since its inception in 2016, we have awarded **46 deserving employers and community leaders** from across the province, each year adding to this growing list of change makers.



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.



2020 CHAMPION FOR CULTURAL DIVERSITY WINNERS

In 2020, 12 awards were presented to businesses large and small, individuals, youth leaders, international students, and immigrant entrepreneurs who have gone above and beyond for their colleagues and communities.

103

TOTAL NOMINATIONS

12

WINNERS

LARGE BUSINESS CATEGORY

Atlantic Charters

Grand Manan, NB

Groupe Savoie

Saint-Quentin, NB

SMALL/MEDIUM BUSINESS CATEGORY

Immigrant Women's

Association

of New Brunswick

Fredericton, NB

Tim Hortons

Shippagan, NB

IMMIGRANT ENTREPRENEUR CATEGORY

Agunbiade Seun Richards,

Door2Door Delivery Pickup

Couriers Saint John, NB

Anne and Francis Herbin,

Grains de folie

Caraquet, NB

INDIVIDUAL CATEGORY

Mary Ryan

Fredericton, NB

Honorine Ngountchoup

Campbellton, NB

INTERNATIONAL STUDENT CATEGORY

Sydona Chandon

Fredericton, NB

Mohamed Bouya Ely Vall

Moncton, NB

YOUTH CATEGORY

Omar Morad

Saint John, NB

Amal Kilani

Dieppe, NB



"I believe in diversity. Our customers are hungry for new things and we need this to renew ourselves and maintain the momentum. Immigrants are involved, their inclusion in our company has brought us quality and stability."

- ANNE HERBIN

"It's important that all students are given equal opportunity regardless of their immigration status, race, complexion or background. Likewise, students journeying from other countries outside of Canada should feel at home because we are one people working towards the same goal of making New Brunswick a comfortable space to live, raise families and improve the economic status."

- SYDONA CHANDON

REPRESENTATION AND ADVOCACY

The stronger the voice, the more impact it can have. NBMC serves as a collective voice for the interests of our members and their clients, and advocates for systems-level changes in support of our sector and newcomers. To elevate the agenda of immigration in our province, NBMC engages in different forms of political and community advocacy.

We are on the frontline to hear what is needed to adapt to our changing demographic, and to encourage government departments, organizations, and community groups to implement changes that enable more successful newcomer integration. As such, we have worked to bring about changes and improvements on the following files.

FRANCOPHONE IMMIGRATION

SNIF ACTIVITIES

The Semaine nationale de l'immigration francophone (SNIF) took place November 1-7, 2020. NBMC planned online engagements relating to Francophone immigration, including social media publications, statements and quotes from Moncef Lakouas, President of NBMC, and our Francophone member agencies, and success stories of Francophone immigrants in New Brunswick. NBMC, for the first time, engaged the general public through the screening of two films via Facebook: [Zéro tolérance](#) and [Chez le barbier, réflexions d'hommes arabes](#). These films were obtained and were made available to view free of charge through the [National Film Board of Canada \(NFB\)](#).

STATS

14
Social media posts

Reaching
49,294
people

RIF UPDATES

The relationship between NBMC and the Réseau en immigration francophone du N.-B. (RIF-NB) has never been stronger. NBMC continues to contribute to the RIF conversations through learnings from its different initiatives and collaborations, and RIF continues to provide NBMC with partnership opportunities and insights around Francophone immigration priorities, needs, and challenges.

16 RIF meetings from April 2020–March 2021

3 Committees:

- Comité de planification du Forum RIF-NB (May 2021)
- Comité de travail projet de sensibilisation sur les services en français
- Comité de veille du Projet d'étude sur l'analyse des capacités d'accueil des régions francophones du Nouveau-Brunswick

COMITÉ SUR L'IMMIGRATION FRANCOPHONE

Following a pause due to the pandemic, NBMC continued to engage board members and Francophone settlement agencies in its Francophone Immigration Committee.

The Committee was established in 2019 and allows members to express their concerns and ideas on Francophone immigration topics, including but not limited to, federal and provincial funding for Francophone immigration, recruitment targets for Francophone immigrants, and the settlement, integration and retention of Francophone immigrants in NB, and immigration to Francophone centers. The committee was formed in recognition of the unique challenges and needs in Francophone immigration in the communities around the province, and seeks to inform advocacy priorities and strategic responses when opportunities arise. Three committee meetings were held during the 2020-2021 fiscal year.

IMPROVING THE NEWCOMER EXPERIENCE OF MEDICARE

Newcomers face a variety of challenges when applying for, and maintaining, Medicare coverage in New Brunswick. These challenges have effects on the health, wellness, and financial security of the impacted individuals, as well as the operational efficiency of Medicare itself. These challenges, and their ramifications, are positioned to increase as New Brunswick strives to increase immigration to the province in order to meet population growth targets.

Over the course of six months, the New Brunswick Multicultural Council worked with human-centred design consulting group, All-In, to organize a series of focus groups and interviews with the Department of Health's Medicare team, settlement agencies, newcomers and the groups that support them, to develop administrative, policy, and legislative options that would reduce the impact of these challenges. The final report presents a suite of options to leverage three key areas of opportunity to improve the New Brunswick newcomer experience and equip the Medicare team with the tools that they need for success in the future. The final report was presented to three provincial departments, Health, Service NB and Opportunities NB, in June 2021.

▼ HIGHLIGHTS

"I wish this interview helps some people upstairs realize what is going on and maybe decide to help us, the people that arrive here and don't have anywhere to go."

- INTERVIEW PARTICIPANT

54
INDIVIDUALS
CONSULTED



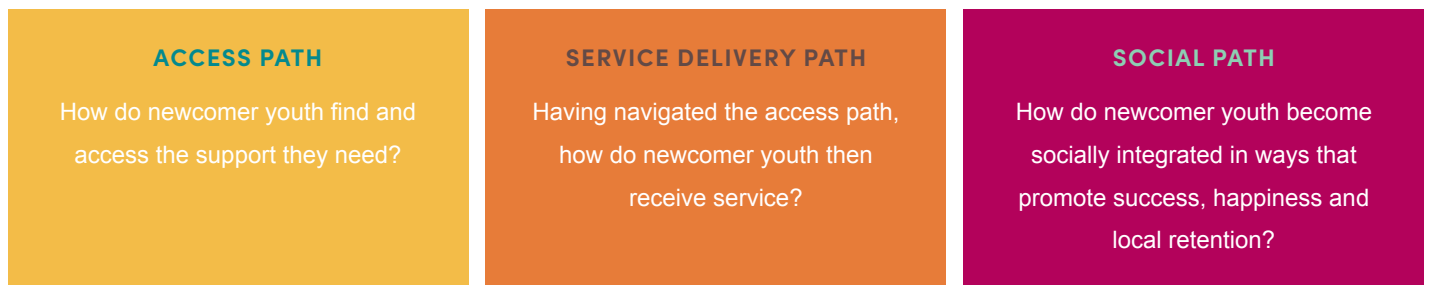
RESPONSE TO THE GREEN PAPER ON EDUCATION

Seizing the Opportunity: Preparing New Brunswick Schools and the Education System to Support a Growing Population of Immigrant Students with Diverse Ethnic, Cultural and Linguistic Backgrounds.

Through Imagine NB as a direct service delivery program, and the engagement of various stakeholders, NBMC shares expertise on, and advocates for best strategies that build on newcomer youths' strengths and assets, and responds to their diverse needs across all services in the province.

Based on the factors driving the 'why' behind the need for immigration in New Brunswick, the construction of a more multicultural and inclusive province, and looking through the lens of newcomers, NBMC has developed a pathway strategy to guide its advocacy work.

THESE THREE FUNDAMENTAL PATHS TO INCLUSION ARE:



Using these paths, NBMC has put forth a series of recommendations with various approaches to foster more inclusive communities for culturally, linguistically and ethnically diverse youth.

This advocacy work is a direct representation of NBMC's efforts over the years in gathering input and advice from culturally-diverse youth, experts engaged in committee work, and numerous touchpoints with frontline staff working with youth at our member agencies throughout the province.

The [2021 Green Paper Response document](#) was presented to the Minister and Deputy Ministers of the Department of Education and Early Childhood Development in May 2021. NBMC recommends implementing specific strategies to embrace New Brunswick's ever-growing systems, especially amid a growing immigrant population of learners from diverse ethnocultural and linguistic backgrounds.

“

The decisions that the Department of Education and Early Childhood Development (EECD) needs to make ahead are both important and challenging. They include a choice between managing the challenge of closing New Brunswick schools or managing the challenge of increased enrollment in New Brunswick schools. Both decisions will have their own sets of challenges and will require change to adapt the education systems to a new reality. We hope that through this process, NBMC's suggestions prove to be useful in knowing what direction to take and that NBMC will continue to contribute the voice of the settlement and multicultural sector to make New Brunswick a more multicultural and inclusive province for all.

CURRICULA COMMITTEE WORK

As was reported in NBMC's 2019–2020 Impact Report, NBMC established an ad-hoc committee in June 2020 to respond to a consultation seeking to provide recommendations on what ought to be taught in public schools about immigration in New Brunswick. The committee consisted of representatives from NBMC staff, member agencies, and subject-matter experts, such as historians, professors, and local leaders.

THE COMMITTEE MET OVER A SERIES OF VIRTUAL AND IN-PERSON MEETINGS TO DISCUSS AND ANSWER THESE THREE QUESTIONS:

1

What does NBMC recommend ought to be taught in grades K-12 about immigration to New Brunswick?

2

What are the most impactful ways for children/teens in New Brunswick schools to learn about immigration?

3

What are some promising practices for working with New Brunswick educators that support teaching about the diversity of New Brunswick's population?



Youth from all corners of the province were also invited to respond to these questions to ensure their perspectives were captured in the recommendations. This initiative resulted in a [report](#) focusing on a variety of recommendations including curriculum changes and teacher development materials.

HOUSING



Many municipalities across New Brunswick are facing a shortage of safe, good-quality, rental housing that is affordable for local low- and moderate-income households. While larger urban markets are seeing some new development, smaller and more rural communities have very limited resources to address the problem. The province's recent 90-day Rental Review found that occupancy rates were at an all-time high and housing prices continued to rise. Further, the review noted a disconnect between the type of housing needed and what was available on the market, the high cost of building new housing, and the limited incentives available to develop new affordable housing.

The supply of safe, lower-cost housing was reported to be inadequate in many cases, and accessing adequate affordable housing was particularly challenging for new immigrants, individuals with health challenges, and individuals living with more complex social needs. In several locales, businesses that wanted to expand were constrained because employees were experiencing difficulty finding reasonably priced housing. Housing costs were increasingly disconnected from the local economy. The recent COVID-19 pandemic has amplified these issues.

Developing housing is difficult in the best of environments, but when you add the thin margins of affordable rental housing development to the challenges of planning and entitlements, the risk and time horizon of pre-development investments, and the complexity of real estate financing and the available local, regional, and pan-Canadian tools, developing rental housing that is affordable to low and moderate-income New Brunswickers living in small and rural communities is a particularly unique challenge. Designing and launching a new sustainable, province-wide, non-profit development entity to help communities – municipalities, business leaders, non-profits, and others – bring needed and appropriate rental housing in their towns should be thoughtfully considered and, if feasible, done.

Led by the New Brunswick Multicultural Council and New Brunswick Business Council, and with funding support from the Government of New Brunswick, New Commons Development was engaged to undertake the development of a strategic framework and business plan for a non-profit housing development corporation for New Brunswick. With support from

a Project Steering Committee composed of the federal and provincial governments, immigrant services and business sector representatives, an initial strategic framework and business model for the proposed non-profit housing development corporation will be submitted in the fall of 2021.

LOCAL GOVERNANCE REFORM

As the Government of New Brunswick works to reimagine and improve local governance and regional collaboration, the New Brunswick Multicultural Council urges that particular attention be placed on the diverse roles municipal governments can play in attracting, welcoming and integrating newcomers and immigrants into their communities. NBMC recommends that specific strategies be developed to address the unique challenges of attracting and retaining newcomers in rural and Francophone-minority contexts and ensuring that newcomers can fully participate and thrive in the communities through meaningful engagement and community support.

The recommendations below are based on decades of newcomer settlement experience and input from our 17 member agencies. NBMC has led countless initiatives geared at breaking barriers to integration and advocating for equitable and inclusive policies, in particular around accessing employment, inclusive education, and combating systemic racism and discrimination. More recently, in 2018 and 2021, NBMC led two provincial tours - [New Conversations](#) - geared at raising the awareness of the benefits and impacts of immigration in our communities, and highlighting the critical need for our public institutions and communities to elaborate population growth plans and integrate an immigration lens in their work.

While there are many elements within the Green Paper on Local Governance Reform of interest, NBMC is particularly pleased to see a recommendation for municipalities to play a larger role in immigration matters across New Brunswick. Our response focuses primarily on this element of the Green Paper, as it pertains to the work of our sector.

AFTER CAREFUL CONSIDERATION AND BASED ON LEARNINGS FROM OUR LATEST CONSULTATIONS AND INITIATIVES, NBMC'S RECOMMENDATIONS ARE SUMMARIZED AS:

Identifying and establishing municipal champions for newcomer settlement and inclusion

Leaning on sector experts and engaging local settlement agencies

Developing, reaffirming and expanding community growth plans

VOTING RIGHTS FOR PERMANENT RESIDENTS IN MUNICIPAL ELECTIONS

NBMC officially launched a [request to the Ministry of the Environment and Local Governance \(ELG\) to amend the Law on Municipal Elections in December 2020](#), and continued to strongly advocate for this cause with provincial partners such as the Francophone Association of New Brunswick Municipalities (AFMNB), Dialogue NB, and others.

Ginette Gautreau, Interim Executive Director of NBMC at the time, and Nicole Nader, Stakeholder Engagement Lead, were able to meet with Minister Allain in January 2021 to discuss the role of municipalities in relation to immigration, the importance of including immigration as a theme and local priority in the local governance reform process and the importance of changing the Municipal Elections Act to allow permanent residents to vote.



“

New Brunswick strives to become a leader in attracting and retaining newcomers, and we believe a key way to accomplish this is by becoming leaders in including newcomers. I can tell you that this news would travel quickly throughout Canada and across the globe, there has never been a moment in the province's history when immigration has been more important for the future economic, social and cultural vitality of New Brunswick. This change would be historic and would signal the bold action that the government is prepared to show in defining our province as a leader on immigration and inclusion.

– MONCEF LAKOUAS, PRESIDENT OF NBMC

COMMITTEE REPRESENTATION

In addition to presenting at **numerous provincial and national consultations**, 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:

NATIONAL REPRESENTATION:

- National Settlement and Integration Council member
- Member of the Immigration, Refugees, and Citizenship Canada Reference Group on the Atlantic Immigration Pilot Program
- Member of the Canadian Council for Refugees Immigration and Settlement Working Group
- Member of the Canadian Council for Refugees – Youth Network
- Member of the OCASI Non-Status, Refugee and Immigrant Women National Project Team
- Member of the Mental Health Commission of Canada's National Network on Immigrants, Refugees, Ethno-cultural and Racialized Populations
- Community of Practice for Youth Engagement by the Canadian Council for Refugees;

REGIONAL REPRESENTATION:

- Atlantic Region Association of Immigrant Serving Agencies Affiliate Member
- Atlantic Immigration Career Loan Fund Atlantic Partners Committee

PROVINCIAL REPRESENTATION:

- Co-Chair of the Government of New Brunswick Long-term Integration Committee
- Ministerial Economic Advisory Committee
 - Chair of the Population Growth Sub-Committee
- Provincial Steering Committee on Inclusive Education
- Member of the New Brunswick Women's Council
- Member of the Public Safety Roundtable on Crime Prevention and Reduction, Department of Public Safety, Government of New Brunswick
- Member of the Council on Articulations and Transfer of New Brunswick Committee
- Member of Prior and Learning and Recognition Committee
- Member of the Réseau en immigration francophone
- Member of Muriel McQueen Fergusson Foundation's Research Team on Violence Against Immigrant and Visible Minority Women in New Brunswick
- Member of the New Brunswick Champions for Youth Initiative
- Member of the General Education Development for Newcomers pilot project
- Member of the She Is Active NB Network
- Member of la formation au perfectionnement professionnel – compétences interculturelles committee by the Ministère de l'Éducation et du développement de la petite enfance
- Member of the Child Sexual Harm Task Force by the Department of Justice and Public Safety (Government of New Brunswick)



SUPPORT



As a network, NBMC and its member agencies design and develop programs, services and initiatives, and mobilize resources **to leverage our collective expertise in settlement, retention and community-building.** We work collaboratively to strengthen our collective capacity, build awareness of our role and impact, and ensure resources are used to maximum effectiveness.

Creating programs and initiatives that drive innovation forward in our sector and successfully promoting our collective narrative is just the beginning. From there, NBMC collaborates with our members, government, ethnocultural associations, and a broad range of key stakeholders to bring about true change.

As settlement agencies work tirelessly to directly serve the ever-increasing number of newcomers who are calling New Brunswick home, we are constantly looking for ways to support our members through developing and driving innovation that assists in building their capacity. From multi-site projects, to training and learning events, to developing resources, we look to work with our members to elevate the level of excellence in newcomer service delivery.



ELEVATING OUR ORGANIZATION

NBMC's core belief is that we cannot help others achieve more unless we are constantly working towards a model of excellence for ourselves. To that end, we have been performing an in-depth analysis of our strategic goals and inner workings to ensure we have a clear vision of our role, our future, and the map of how to get us there.

As part of this, we have been working on enhancing our board governance and leadership through a thorough review of our bylaws, constitution and governance structure, and through leadership transitions, NBMC is also working on strengthening its human resource policies, cyber safety and remote work guidelines, and website resources. 2021 will also bring a full strategic review and the tough, necessary, and decisive conversations we need to have as a fast-growing organization and sector. These exercises bring our board, member agencies and staff to reflect on the core objectives and mandate of our agency, our membership structure, and our vision for a stronger sector, and the results of these exercises will come to life over the coming year.

LIFT-NBMC PARTNERSHIP

NBMC was one of ten Social Purpose Organizations (SPOs) chosen from across the country to participate in LIFT's Better Beginnings, Bigger Impact Project, partially funded by Immigration, Refugees and Citizenship Canada. After 3 years of engagement, 2021 brought the end of this particular partnership.

OVER THE COURSE OF THE NBMC-LIFT PARTNERSHIP, NBMC ADVANCED OUR CAPACITY AND IMPACT AGAINST THESE STRATEGIC IMPERATIVES:

- ▶ Developed effective systems and strategies to plan, prepare, and embrace change through times of transition;
- ▶ Enhanced accountability with a stronger measurement framework;
- ▶ Greater capability to attract and manage additional funding resources;
- ▶ Demonstrated stronger business acumen with enhanced planning processes and governance structure; and
- ▶ Demonstrated enhanced leadership, adaptive, management, and operational capacity.

This partnership increased NBMC's capacity to further its impact for newcomers and communities across the province. Through this exercise, NBMC engaged its members, became more strategic and intentional, better aligned our collective work, grew our budget, increased the scope and scale of our activities, and improved our governance model and operational practices. NBMC is poised now to take full advantage of the new tools and approaches to take our work to a new level. The impacts of this partnership will continue to manifest through the years to come.

CLIENT RELATIONSHIP MANAGEMENT SOFTWARE ACQUISITION

NBMC and our member organizations performed an extensive Client Relationship Management (CRM) system requirements discovery and vendor evaluation in the fall of 2020 to determine what software would best suit the settlement sector in New Brunswick. In March 2021, NBMC secured funding to invest in the implementation of a CRM system for itself and its member agencies in the fall of 2021 and work is progressing in this area.

This software acquisition will provide a central database with a 360-degree view for every client in the province. Currently, all client and newcomer tracking is a very time-consuming process done manually through email, paper, and spreadsheets.

THE IMPACT OF INCORPORATING THIS KIND OF SOFTWARE WILL BE FELT ACROSS MANY DIFFERENT PILLARS:

- **Increase Productivity** – When it comes to client service, a CRM will streamline processes, eliminate menial tasks and employee effort, focus workflow activities, and deliver information with these functionalities: integrated client profiles, email and communications integration, mass outbound communication (email marketing, SMS, etc.), dashboards, task management, calendars and reminders, and mobile access.
- **Enhance Client, Employee and Volunteer Satisfaction** – Easing client intake, provisioning services and engagement within an agency as well as across agencies was a frequent concern of project stakeholders. As clients frequently move to new areas and engage with other settlement agencies, the need to share sensitive client information around programs, services, and interactions in a secure manner without “everything being everywhere” is a significant source of employee frustration. With a properly configured CRM system, privacy and secure access to information can be leveraged both internally between service programs as well as between agencies, if desired.
- **Lower Costs** – Members wish to lower the cost of program service delivery by increasing volunteer engagement, reducing administrative overhead, eliminating data duplication, and improving data quality.
- **Increase Funding** – Members are seeking better support when negotiating with funders and starting more fee-for-service programs. Developing self-sufficiency via internal self-reporting and trend analysis is not currently possible through data captured in funder systems like iCARE.
- **Reduce Risks** – Government funding per client reductions, COVID-19 pressure on delivering services, and increased immigrant and refugee flow with 400,000 annual newcomers expected over the next 3 years requires streamlining inconsistent and inefficient processes with technology.
- **Accelerate Decision-making** – Real-time reporting allows organizations to obtain analytics and reports on-demand with customizable graphs, charts, and presentation tools. These insights are a great way to encourage the use of data in decision-making.

ELEVATING THE ECONOMY

Newcomers add depth to every aspect of our communities, and one of the most vital contributions they make is driving New Brunswick's economy forward.

NBMC has worked on a range of initiatives designed to build newcomer credential recognition, form essential economic partnerships, and connect businesses to a fresh source of skilled and dedicated employees.

In order to focus on the areas that are key to either our direct economy or through supporting critical employment needs in vital sectors, our employment initiatives are based on the key pillars of preparation and collaboration.

PREPARATION

Ensuring Newcomers Have the Canadian Labour Market Skills They Need

There is no greater missed opportunity than a perfect candidate for a crucial role who cannot land the job because of a gap in their credential recognition, language skills, or Canadian work experience. NBMC is therefore involved in a variety of programs to ensure these barriers are eliminated, such as:

HEAD START TO EMPLOYMENT NAVIGATORS

NBMC created a set of brand new roles designed to help newcomers work through the often-complex set of logistics of finding the support they need. Our Head Start to Employment Navigators work one-on-one with newcomer jobseekers to ensure they are always pointed directly to the support services needed to overcome the barriers specific to their journey to meaningful employment.



TESTIMONIAL

A client who met with a Head-Start to Employment Navigator:

H. had more than 10 years' experience as software/QA Engineer, he went through a job interview preparation session and was advised to negotiate the salary as per the range in Fredericton and ended up landing the job. The whole process took only 2 weeks from the date of arrival until landing the job.

SKILLS LAUNCH EXPANSION



Our hugely successful and popular Skills Launch program has already made strides in connecting the dots between local workforce needs and international talent. The program focuses on key provincial economic sectors that are struggling to meet their workforce needs, such as health and human services, hospitality and customer services, warehousing and logistics, and construction and trades.

Through a blend of experiential learning and workplace experience, we connect local employers with newcomer jobseekers to ensure that companies get the staff they need while the newcomers gain the opportunity to explore their career options, gain local work experience, access workplace safety training, and understand Canadian work and education environments.

While the original program was youth-focused and run in collaboration with each of the program sites (the Multicultural Association of Fredericton, the Multicultural Association of the Greater Moncton Area, and the Saint John YMCA Newcomer Connections), we have now expanded the age range and geographic scope of the program. The new adult program not only offers this opportunity to newcomers of all ages, but has expanded geographically and is now available in smaller and key rural centres throughout the province.

STATS

96

TOTAL SKILLS LAUNCH PARTICIPANTS FROM OVER 40 COUNTRIES

10

COHORTS (YOUTH AND ADULT)

64%

WOMEN PARTICIPANTS

“

TESTIMONIALS

– **MARIAM**, is participating in the Skills Launch in Saint John and is working for the F.A.C.E program of the Anglophone School District South as an interpreter.

“I am thankful for the support of the community, the school; the YMCA staff and above all, the Skills Launch program that have been helping me gain so many experiences and become a strong woman”.

ALEX, participating in the Skills Launch in Fredericton, got an offer from Craig Auto Clinic and also got admitted into NBCC this fall for the Automotive Service Technician program.

THE EMPLOYER SHARED:

“The Skills Launch program has helped Alex not only to achieve his dream of being a mechanic but also helped him acquire valuable skills (multitasking, flexibility, people skills etc.) that has helped him in this life-changing journey.”

NURSING CREDENTIAL RECOGNITION

In response to our province's growing need to support our health care system with a fresh influx of trained health professionals, we drew on the conclusions from last year's working group and coordinated with the Department of Health to finance bridging programs for internationally educated nurses (IENs). A new grant and loan program to support IEN credentialing was created and delivered through NBMC.

AICLF

The Atlantic Immigrant Career Loan Fund (AICLF) is designed to provide newcomers with the loan funding they need to reskill and recertify for the Canadian job market. Throughout the year we delivered several information sessions and increased online promotion of the program to almost 500 newcomers, employers and post-secondary institutions.

Despite the apparent need for support in this area, initial uptake was surprisingly low. A collective approach to the AICLF promotion detailed in the Provincial Engagement Strategy was developed by NBMC's AICLF Coordinator in consultation with the NB AICLF service providers, approved by the Immigrant Serving Agency of Nova Scotia (ISANS) and was launched. NBMC gathered as much feedback as possible about the program and the process which helped identify and confirm barriers and challenges to newcomers accessing the fund.

As a result, we gained a far better understanding of the marketplace. We determined that a number of factors such as the availability of grants and bursaries, apprehension around increasing student debt loads, combined with the pandemic restrictions on international students coming to study in Canada, were discouraging students from seeking any form of debt. As a result, the program is being revised to increase uptake by ensuring it meets the market's needs.



COLLABORATION:

Building a Framework of Cooperation Between the Many Organizations and Government Agencies that Help Connect Newcomers to the Job Market

It can be bewildering for immigrants to navigate the various support agencies in our communities. In addition, it is also hard to understand the many steps they need to take for their foreign credentials to be recognized before they are able to practice or work in their fields of expertise. NBMC is therefore involved in a variety of conversations with regulated professional bodies, community colleges, national and provincial credential assessment agencies, trade unions, and other community organizations to ensure these barriers are eliminated by way of a collective approach.

We have formed partnerships with funders like Working NB, ACOA, PETL, IRCC, ESDC through ISANS, and others to drive these conversations. We are also working with our member agencies to streamline and align our services and programs towards better outcomes for new immigrants in our communities.

NBMC began working closely with our Working NB partners through collaborative meetings and strategic engagements. Over the course of the past year, NBMC and Working NB held three online bilingual cross-sector dialogue sessions, with over 75 participants from across the province. As we work together, we continue to develop capacity and provide the following essential services:

Pre-arrival,
pre-employment
services

Support in pathways to International
Qualification Recognition (IQR)

Navigation and awareness
of provincial employment
readiness services

Engaging employers to ensure they
can attract, hire and retain globally
competitive talent

CROSS-CULTURAL TRAINING

The ability for newcomers and locals alike to understand, accept, and successfully deal with each other is inherent in successful newcomer integration. Our Creating Inclusive Workplaces and Communities (CIWC) program was therefore created to respond to this need, allowing participants to gain the skills and perspectives needed to navigate cultural barriers.

CHANGING THE FACE OF TRAINING

Pandemic restrictions drove a need to redesign key elements of the training to enable it to be delivered in a virtual environment. Learning how to use platforms such as Zoom and Teams to present information, arrange breakout rooms, and create interactive virtual environments, all become core skills for facilitators. These modern skills will be the hallmark of how we can diversify our offering and enable those in remote regions or who have multi-site organizations to come together and learn how to create pathways of inclusion for newcomers in every aspect of our communities.

TRAIN THE TRAINER

To amplify the reach of the program, NBMC's main role is not to deliver the program itself, but rather to provide Train the Trainer opportunities for facilitators within our member organizations, therefore building regional capacity to respond to local demands. To that end, once we were able to gather again with social distancing in place, Train the Trainer sessions were held in September 2020 in English and October 2020 in French. This enabled us to train 23 new facilitators, while allowing another seven who had been prevented by the pandemic from consolidating their skills to refresh themselves on the content.

SPECIAL COLLABORATIONS

The year saw us form collaborative partnerships to deliver specialized sessions for key clients, such as the CBC, as they look to add a range of internationally-trained journalists to their ranks. Other tailored sessions included those with the Department of Education and Early Childhood Development, Opportunities NB, and Crossroads for Women. We look forward to increasing the number and diversity of our participants as the relaunched program continues to expand.

STATS

16

SESSIONS

374

PARTICIPANTS

YOUTH INITIATIVES

Working With and For Youth through NBMC's Signature Youth Leadership Program, Imagine NB



We know youth want to imagine New Brunswick in a completely new way.

They want to see diversity in leadership positions, they want to make a real difference, they want equal access to opportunities, they want community connections and networks, and they want to end discrimination, racism and bullying.

In order to build more inclusive communities, youth need to be part of driving this change. The Imagine NB program is a platform and a space dedicated to youth, for youth. It creates fresh opportunities to enable youth to be the change they want to see.

Through fostering a sense of belonging and connection to New Brunswick, Imagine NB inspires participants to stay and excel in their communities.

The year 2020 witnessed the journey of Imagine NB's second cohort, building on the incredible milestones of this program from previous years. This intensive, bilingual, and provincial program brought together **32 Canadian and immigrant youth** from around the province to discover a place they can create in their future and in the lives of others.

Cohort 2 participated in over **20 virtual and in-person leadership accelerators**. Youth delegates strengthened 21st century skills such as communication, teamwork, budgeting, networking, critical thinking, project-management, advocacy, self-awareness and empathy, while steeping in a newfound appreciation of important themes such as mental wellness, governance in Canada, entrepreneurship, anti-racism leadership, and a sense of where they fit in the larger picture of global citizenship and multiculturalism in New Brunswick.

Between a virtual book club on becoming anti-racists, supporting teachers in building more inclusive and representative school communities through the Capacity for Courage project, and participating in Canada's first-ever State of the Youth Report, Cohort 2 also met, were mentored by, and connected with the Imagine NB alumni youth from Cohort 1. Nine alumni youth from Cohort 1 continue to engage with the Imagine NB program, as advisory committee members, as facilitators, and as friends.



IMPACT

30/32 = 93%

Delegates witnessed/experienced growth in self-confidence, in skill development, and have a better understanding of how to be a leader in New Brunswick.

22

Diverse community projects led entirely by youth to affect positive change in 13 New Brunswick localities.

21

New Brunswick schools represented and impacted through the Imagine NB delegates.

OTHER STATS:

24

Nationalities represented

8

Leadership accelerator retreats

32

Youth exposed to **50+** individual community contacts, mentors, and connections.

PROJECT HIGHLIGHTS

- From taking care of our seniors, educating their school peers and teachers on inclusion, to addressing mental health challenges among teens, among many other themes, the Imagine NB delegates were active and challenged in the best ways possible while managing their own community projects. To learn more about Imagine NB youth's resiliency and creativity in making a difference, watch [this video production](#).
- An important milestone this year was the partnership with the Department of Education and Early Childhood Development in accrediting the Imagine NB program as an eligible experiential learning opportunity that counts towards graduation credits for all students in the Anglophone sector schools!
- Imagine NB was featured by Rising Youth from the Canada Service Corps. The program was celebrated for its adaptive capability of scaling up instead of backing down during a global pandemic with effective virtual engagements, for its multilateral and multi-dimensional approach in community engagements and for being the highest referring partner in New Brunswick and in the top ten on the national scale!



THE HUMAN TOUCH

The youth in this cohort represent diverse experiences of resilience, hope, and inspire us to continue our work. In this impact report, we will feature the incredible Wassou Hubert Styve.

Originally from Cameroon, Hubert arrived in New Brunswick in February 2020, amidst a global pandemic. Hubert faced a lack of community connections, an understanding of the New Brunswick/Canadian culture, and a lack of opportunities to become involved in his new community. Imagine NB was privileged to count Hubert among its delegates as he provided a fresh perspective, an insightful personality, and the energy of someone keen to belong to the community. Hubert found in Imagine NB a supportive network of friends, mentors, and a space where to find a sense of belonging.



QUOTE FROM HUBERT:

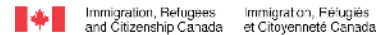
“I am a very open person but I really struggled to find friends here but thanks to the Imagine NB program I was able to open up more and understand how it works here. There are a lot of things that have changed since my integration into the Imagine NB program, and this is mainly due to the fact that I have had many leadership opportunities during my development.

During my participation, our program manager, Arianne, offered my comrades and I many opportunities to lead meetings and express themselves openly, especially through our community project and much more. I grew up fully and professionally. I learned to control my stress through the learning and virtual retreats from the Imagine NB program.”



RURAL SETTLEMENT NETWORK

CONNECT. COORDINATE. BUILD. RETAIN.



Small centers and rural Francophone communities are facing tough times with dwindling populations and many key local organizations considering relocating due to a lack of workers. Attracting newcomers has therefore become a high priority for many municipalities, yet settling into a new community is already incredibly challenging, even in larger centers that have a range of government services and bustling settlement agencies. So, for those who have chosen a new life in a small, rural community, it is more challenging to find and access the necessary support and services.

In response to these needs, NBMC received funding from IRCC to establish the Rural Settlement Network (RSN). Bringing together a range of pre-existing and newly-founded local organizations. The initiative now extends to the **Greater Sussex area, the Greater Miramichi area, Chipman and the Grand Lake region, Campbellton and Restigouche, the Acadian Peninsula, Saint-Quentin and Kedgwick, and Kent County.** Despite the pandemic, these sites have offered 1,394 services to clients ranging from basic settlement to information and orientation, conversation circles, pre-employment support, and provided opportunities for community networking.





CROSS-AGENCY COLLABORATION IS KEY

Pooling their resources and collaborating on joint projects is central to the success of the RSN. Whether it is guidelines for setting up the ever-popular conversation circles or visits to the Historic Acadian Village, the sense of teamwork connects and supports these far-flung partners.

COMMUNITY FIRST

It's always vital that newcomers feel at home and connected, but the smaller the town, the truer this becomes. Therefore, whether it is through a bicycle tour or a municipal orientation through the streets, the RSN focuses on making sure the entire family is guided through volunteering opportunities, local festivities, and social connections that build their sense of belonging.

LEARNING THE ROPES

In smaller communities, the lack of local services makes the need for settlement services even higher. So, once a family has found their footing, they are provided with orientation sessions on everything from how to set up a bank account, get their drivers' license, or buy their first home, through to truly crucial information like an introduction to hockey. Community members also learn about other cultures and ways of living through opportunities to connect with their new neighbours.

LEADING CHANGE

The RSN changed the way NBMC is operating by engaging in regular, intentional, and targeted collaboration. Together, the members of the RSN developed critical sector resources, supported one another through staff transitions, strengthened their capacity and activities, and reinforced the importance of peer-to-peer learning.

ANTI-RACISM INITIATIVES

NBMC has been playing a growing role in New Brunswick in the fight against racism. Through our **survey on racism** that was released in November 2020, we brought much public attention to the issue of racism within New Brunswick and the detrimental impacts it can have on social and economic wellbeing. The results of our survey was an eye-opener for many who did not believe in the prevalence of racism within our communities. Our report carefully compiled the data from our survey and made recommendations to private citizens, government, and the public sector on how to address racism within their respective spheres of influence.

As a result of our work, several organizations have connected with us for guidance on how to conduct similar surveys. Moreover, our main recommendation to the government - to invest in research on racism and create an anti-racism strategy - came to fruition through the announcement of the appointment of a commissioner on systemic racism.

NBMC has also been a pillar of support for our member agencies and partners conducting anti-racism work. We sat on numerous government and public sector committees, meetings and consultations on how to address racism in various contexts. We provided training to businesses and partnered with the Multicultural Association of Fredericton to deliver 82 Black History Month sessions to 5,751 students in 19 schools.

We created a pilot anti-racism training which will be launched to our member agencies. The training will provide opportunities for education and make communities across the province more welcoming and inclusive for racialized residents.

Internal work at NBMC was also done to make our organization more inclusive. We reviewed our Human Resources Policy and conducted an anti-racism audit which will improve our working environment for all employees.

STATS

OVER
900

RESIDENTS ENGAGED IN
NBMC'S RACISM SURVEY

PARTICIPATED IN
15+

MEDIA INTERVIEWS
ABOUT RACISM IN NB

SETTLEMENT SECTOR ACADEMY

NBMC recently secured a three-year funding agreement with IRCC to develop, coordinate and implement a Settlement Sector Academy (SSA). The SSA project leverages effective tools and platforms, such as learning management software and an online community to enhance knowledge-sharing, and amplifying both the wealth of expertise located across settlement agencies and through mobilizing the resources and expertise of cross-stakeholder partners. This will allow all agencies to have more consistent and coordinated practices and services while enhancing cross-sector engagement towards community inclusion.

Core activities currently in development are: a course on onboarding and orientation to settlement work in New Brunswick, establishing a model and platform for peer-to-peer coaching and mentoring, creating a framework and strategic community engagement plan for working with non-traditional partners in diverse sector areas such as public safety, domestic and intimate partner violence, health, and housing.

CHRISTMAS TREE POP UP FUNDRAISER: DECEMBER 2020

NBMC received an unexpected call late in November 2020, with an offer of 3,200 live Christmas trees from IKEA Canada that needed a home following the closure of three store locations in Ontario, due to the pandemic. The IKEA donation came through Canada's Furniture Bank Network, which partners with IKEA Canada to prioritize the reuse of unwanted items in support of social goals within communities across Canada.

This initiative helped agencies in Fredericton, Moncton and Saint John raise much-needed funds to fill some of the financial cracks and emergency needs exposed by the pandemic. The money raised through this initiative supported COVID-related emergency relief funds for vulnerable clients, both the Multicultural Association of Fredericton and the Saint John Newcomers Centre Newcomer Scholarship Funds, as well as the Saint John YMCA Strong Communities Campaign.

HIGHLIGHT

Over **\$26,414** raised for
NBMC settlement agencies

CONNECT



Newcomer integration is a two-way street. **Our members deliver a raft of key services that better prepare clients** for their journeys, however, we also need a community that has the skills and attitudes needed to fully integrate our newest arrivals.



NBMC MEMBER ENGAGEMENT



MEMBER PROFESSIONAL DEVELOPMENT TRAINING

INDIGENOUS RECONCILIATION AWARENESS MODULE WITH THE JOINT ECONOMIC INITIATIVE (JEDI)

30 participants from eight different settlement agencies participated in a four-part virtual training delivered by JEDI, which included an opening Blanket Exercise workshop by KAIROS. Participants received a resource kit for ongoing learning and had the opportunity to review the Truth and Reconciliation Commission of Canada's Call to Action to see where they, as individuals or as organizations, could commit to further actions of reconciliation.



BOARD GOVERNANCE TRAINING

Five NBMC member settlement agency boards participated in a two-part virtual board governance training organized through LearnSphere.



KEY PERFORMANCE INDICATORS

37 participants across all NBMC member agencies learned the basics of setting up strong key performance indicators for their organizations through a two-hour virtual workshop organized through LearnSphere.

In the midst of the pandemic, NBMC saw an opportunity to carry forward discussions on the future of New Brunswick's economic recovery and an unprecedented opportunity to reimagine our socio-economic development pathways. NBMC engaged provincial partners once again for Turning Point, a virtual conference and podcast series, in May and June 2020.



COVID-19 made space for New Brunswickers to think about and discuss how to build a strong and resilient economy and communities in the years ahead.

Turning Point covered eight themes, including fiscal realities, regional collaboration, NB's economy, demographics and labour market, entrepreneurship, strategic sectors and social economy, **over 16 webinar sessions and 16 complementary podcasts in partnership with Unsettled Media's Growing Pains with David Campbell podcast and Codiac 93.5 and the Association des radios communautaires acadiennes du Nouveau-Brunswick.**

Turning Point became the start of an important conversation around what people considered to be the key to New Brunswick's future prosperity. Some participants were of the view that moderate to strong economic growth in NB should be the focus, others said that NB should focus on solving social problems, addressing environmental challenges and building a stronger social safety net. Overall, the message that became clearer as the series went on was that a return to moderate annual economic growth in NB will create the capacity for NB to tackle the broader social and community challenges it faces.

NUMBERS:

Nearly **800 people** engaged in the live conversation and hundreds more viewed the conference or downloaded the podcasts after the events were concluded.

NEW CONVERSATIONS 2.0



Building on the success of the [New Conversations provincial tour in 2018](#), NBMC and its provincial partners and stakeholders organized a virtual follow-up tour, [New Conversations 2.0](#), due to the pandemic.

Along with presenting up-to-date labour market replacement data and continuing to raise awareness about immigration, this online engagement series pushed these conversations even further through the following goals:

1

Providing participants with information around the importance of immigration on the province's public finances – especially given the impacts of the pandemic

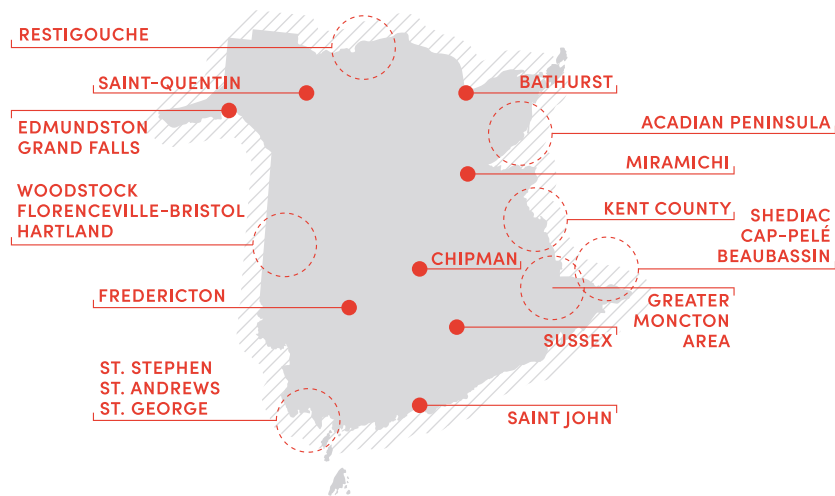
2

Highlighting the impacts of future immigration on the public education system

3

Stressing the importance of local governments in organizing and supporting immigration at a local level

The virtual tour allowed 15 different regions of the province to reflect on the progress made since 2018 and to look ahead to what remains to be done to ensure that newcomers find meaningful opportunities and support when they arrive in New Brunswick.



SINCE 2018, MULTIPLE COMMITTEES HAVE BEEN FORMED AND LOCAL IMMIGRATION STRATEGIES HAVE BEEN DEVELOPED:

- ▼ The City of Moncton developed its own immigration strategy, as did Fredericton.
- ▼ Miramichi stakeholders, including the municipality, chamber of commerce, and local settlement agency, developed their own population growth strategy and officially launched their partnership, naming it Growing Miramichi.
- ▼ Following the Chaleur Region’s event in 2018, stakeholders established a population growth committee for the area as well.

Throughout New Conversations 2.0, municipalities stepped into their local leadership roles, supported the initiative, and were eager to receive the updated data shared during each session as they looked to gain perspective on their standing and obtain information and recommendations that will inform their decision-making as they work to make their communities more welcoming and a place that newcomers will want to call home.

Messaging around the importance of immigration to employers and the value of this demographic to the workforce as it relates to employer competitiveness, and making communities more dynamic was promoted through employer testimonies on the panels. Similarly, newcomers were given the chance to express their challenges, lessons learned, success stories, and gratitude for the support they received in their settlement journeys.

The sessions brought to light big obstacles facing the province as it aims to reach its immigration goals. Common themes included housing, transportation, language services, and employment support. This tour provided a chance for government partners and for NBMC and other provincial organizations to gain insight into the local challenges and support needed relating to immigration and population growth, and will aid in informing future planning.

NUMBERS:



“When I was asked to reflect on what’s happened in our community from the last event to this one, I can only describe that first event a few years ago as a game changer, an eye opener, a springboard and a call to action that has transformed our community and led to sustained efforts on immigration and population growth by our city and so many local partners. In short, we heard the message and we got to work. It’s hard now to even believe that there was a time when this wasn’t a primary focus for so many of us.”

– **MAYOR ADAM LORDON, CITY OF MIRAMICHI**



“The support of the multicultural association, in reality, they become your new family. So, I think without them, especially if you come alone or you come just as a couple, it would be completely, completely different.”

– **VICTOR MENDEZ, NEWCOMER**



“What I would say to other employers in the area looking to bring in newcomers, it’s definitely a lot of work but it’s worth it. We’ve had great experience with the newcomers that we have, they are wonderful people, they’re quite local, they’re very hard working and we enjoy bringing them in. They’re creating value, not only to our business but to our community.”

– **ANDRÉE CAISSIE SAVOIE, IMPERIAL MANUFACTURING GROUP**

GROWING TOGETHER VIRTUAL EVENT



BUILDING SOCIAL EQUITY BY DESIGN

This year's growing together event put a spotlight on equitable community engagement principles and best practices. Led by award-winning equitable placemaker, urbanist and author, Jay Pitter, the keynote address centered around New Brunswick's strengths and tensions and its potential for creating welcoming and quality places to learn, live, work and play. Using an equity-based and placemaking lens, Jay Pitter also facilitated a follow-up workshop with leaders of settlement agencies across the province.

The workshop participants co-created a community engagement action plan, which will be used to develop a collective, high-level action plan to identify shared principles, immediate objectives, primary stakeholder groups, local assets, roles and resources, community champions, tangible community engagement interventions, and evaluation metrics.



HIGHLIGHTS:

KEYNOTE ADDRESS:

149

PARTICIPANTS

WORKSHOP:

53

PARTICIPANTS

CO-CREATION OF AN NBMC COLLECTIVE COMMUNITY ENGAGEMENT ACTION PLAN



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