



NEW BRUNSWICK
MULTICULTURAL
COUNCIL

IMPACT REPORT



2019 | 2020



SUPPORTING IMMIGRANT
SERVING AGENCIES AND
ETHNOCULTURAL ASSOCIATIONS
SINCE 1983

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MESSAGE FROM PRESIDENT



AS OUR FISCAL YEAR ENDED ON MARCH 31ST, 2020, WE WERE ONLY BEGINNING TO REALIZE HOW PROFOUNDLY THINGS WOULD CHANGE AS A RESULT OF THE COVID-19 PANDEMIC.

As our fiscal year ended on March 31st, 2020, we were only beginning to realize how profoundly things would change as a result of the Covid-19 pandemic.

In the months that followed, NBMC saw the remarkable effort put forth by our member organizations to meet the unprecedented challenges and uncertainties with leadership, courage, and a deep dedication to the people and families we serve. We also saw the incredible care, accommodation and support provided to the remarkable staff who work within our sector. The work done by our members and the team at NBMC is truly humbling and I want to applaud our sector for rising to this historic moment.

The pandemic also revealed serious systemic challenges faced by immigrants and international students in New Brunswick. Gaps in access and eligibility for government programs and services were exposed. Many immigrants faced – and continue to face - heightened challenges around income security and employment, housing, access to health and mental health services, and navigating immigration systems.

We are also in the midst of a broadening and deepening public conversation about systemic racism faced by Indigenous, Black and racialized Canadians. I want our members to know that NBMC is committed to playing a leadership role in addressing these issues, moving forward.

Lastly, we must not forget the strength and support that we found in each other during the pandemic. NBMC and our members are a family. We share a collective mission and commitment to supporting newcomers and members of the multicultural community to fully participate and prosper in all aspects of society. In the year ahead, let us build even stronger bonds as a network so that we can grow our impact for the betterment of all newcomers, multicultural communities and our province as a whole.

MONCEF LAKOUAS

NBMC BOARD AND MEMBERSHIP

EXECUTIVE COUNCIL MEMBERS



▶ **MONCEF LAKOUAS**
President



▶ **RAMBHA PERSHAD**
1st Vice-President / President,
Miramichi Regional Multicultural
Association (MRMA)



▶ **BIN ZHANG**
2nd Vice-President / President,
Multicultural Association of
Fredericton (MCAF)



▶ **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)

FRÉDÉRIK DION

President – Multicultural Association of the Chaleur Region (MACR)

BERDIE FISHER

President – Multicultural Association of Carleton County (MACC)

GEORGES NAMMOUR

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

GABRIEL KUATÉ

President – Centre de ressources pour nouveaux
arrivants au Nord-Ouest

YUSUF SHIRE

President – New Brunswick African Association (NBAA)

KAREN HACHEY

President – Pride, Race, Unity and Dignity through Education (PRUDE)

MELINDRIA TAVOULARIS

President – Restigouche Multicultural Association (RMA)

EMIN CIVI

Chair – Saint John Newcomer Centre (SJNC)

SHILO BOUCHER

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

ALAINA LOCKHART

President – Multicultural Association of Sussex (MAS)

OUR MEMBERS

As our member agencies, each organization is part of a strong network and 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. These are the agencies that welcome and directly support newcomers in our communities and build the much-needed local connections to the right services, supports, activities and discoveries!

So, we'd like to take a moment to both congratulate and thank them 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**
Executive Director



▶ **CARMEN BUDILEAN**
Provincial Program Manager
- Rural Settlement Network



▶ **GINETTE GAUTREAU**
Assistant Director



▶ **MADELEINE WHALEN**
Member Engagement
Manager



▶ **JOSÉ POIRIER**
Manager of Finance,
Human Resources and
Administration



▶ **GORDON MIHAN**
Virtual Engagement and
Digital Content Coordinator



▶ **ABBY DAVID**
Manager of
Employment Initiatives



▶ **CHANTAL RIESWICK**
Member Relations
Coordinator



▶ **NICOLE NADER**
Events and Stakeholder
Relations Lead



▶ **RACHEL SLIPP**
Knowledge Coordination
and Project Assistant



▶ **JUSTIN RYAN**
Training and
Development Manager



▶ **HUSONI RAYMOND**
Anti-Racism Project and Policy
Development Coordinator



▶ **ARIANNE MELARA**
Manager of
Youth Initiatives



▶ **LEAH STEVENSON**
Settlement Coordinator -
Chipman / Grand Lake Region


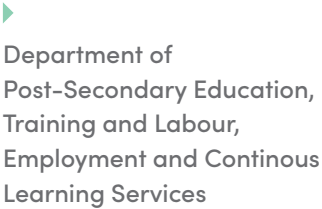
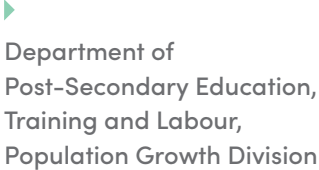

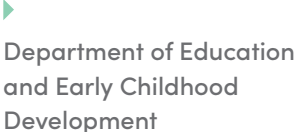

OUR FUNDERS

None of our projects and collaboration would be possible without the ongoing support of our generous funders. We would like to thank our federal, provincial and local funding partners and grant providers for their contributions to our work and collective impact.

FEDERAL

	 	
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PROVINCIAL

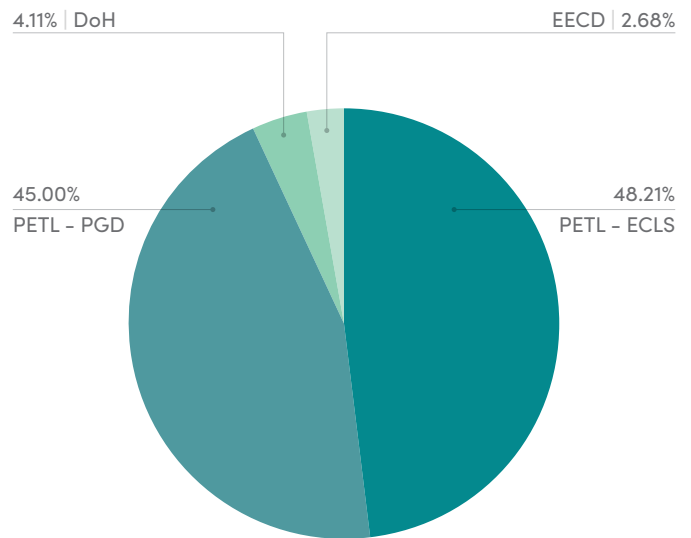
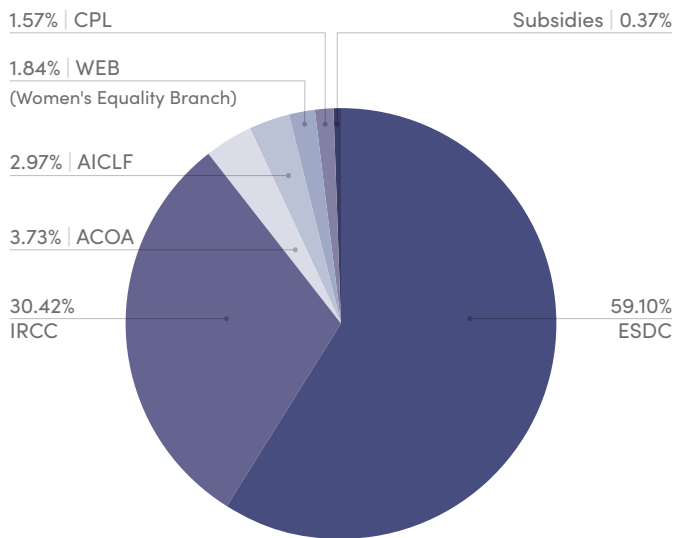
GRANTS

		
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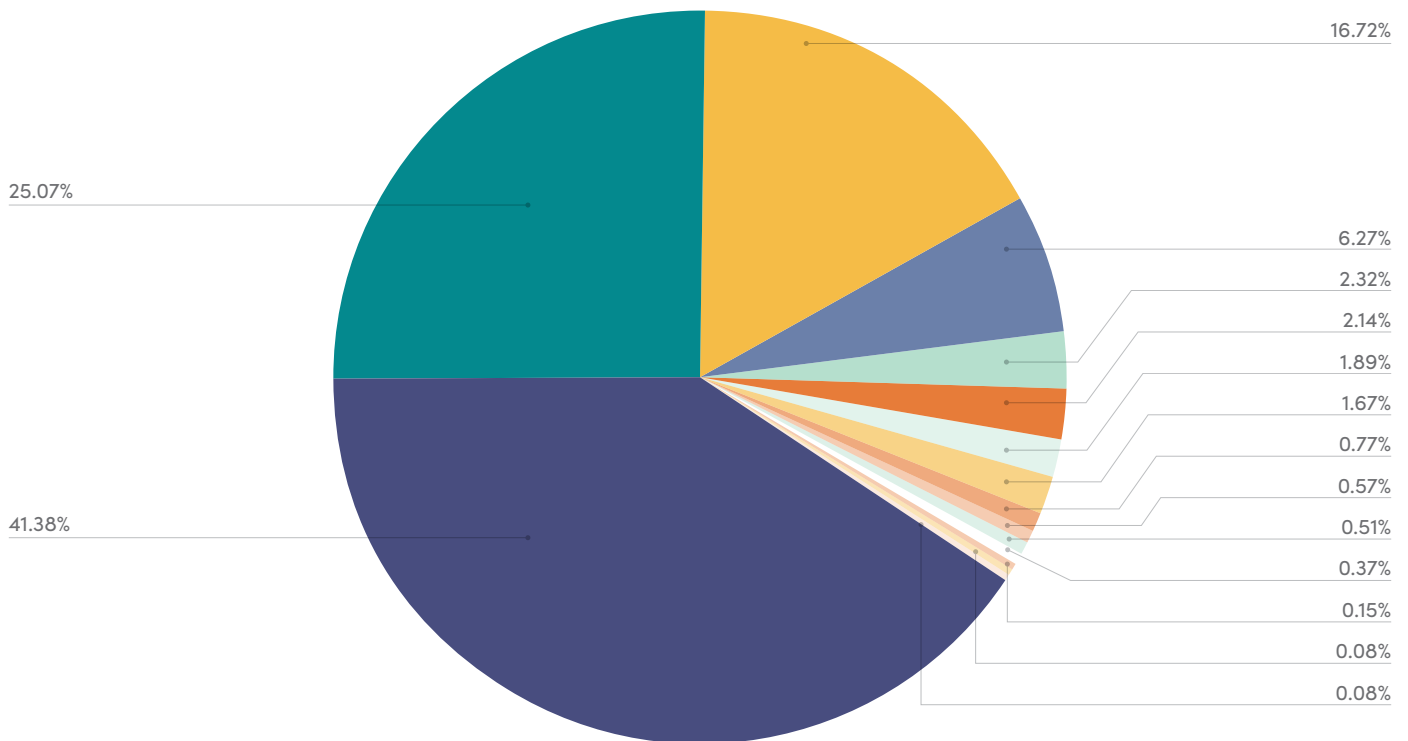
FUNDING OVERVIEW

FINANCIAL REPORT FOR THE YEAR ENDED MARCH 31, 2020

REVENUE	\$1,763,279
FEDERAL (46.2%)	\$814,618
Employment and Social Development Canada	\$481,399
Immigration, Refugees and Citizenship Canada	\$247,833
Atlantic Canada Opportunities Agency	\$30,407
Atlantic Immigrant Career Loan Fund Program	\$24,143
Career Pathway Loan	\$12,786
Women's Equality Branch	\$15,000
Employment Subsidies Programs	\$3,050
PROVINCIAL (50.8%)	\$895,845
Department of Post-Secondary Education, Training and Labour, Employment and Continuous Learning Services	\$431,892
Department of Post-Secondary Education, Training and Labour, Population Growth Division	\$403,089
Department of Health	\$36,863
Department of Education and Early Childhood Development	\$24,001
OTHER INCOME (3.0%)	\$52,391
GAIN ON DISPOSAL OF CAPITAL ASSETS	\$425 (-)



EXPENSES	\$1,749,444
• Wages and Employee Benefits	\$723,903
• Program Costs	\$438,632
• Travel and Conferences	\$292,471
• Consultant Fees	\$109,667
• Non-Recoverable HST	\$40,654
• Advertising and Promotion	\$37,367
• Rent	\$33,145
• Office	\$29,190
• Amortization	\$13,542
• Telephone and Utilities	\$10,015
• Professional Development	\$8,932
Professional Services	\$6,395
• Insurance	\$2,589
• Interest and Bank Charges	\$1,411
• Miscellaneous	\$1,531



PROMOTE



Together, NBMC and its member agencies work as a collective voice to tell their 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 **10,665 individuals** through Facebook, Twitter and Instagram. 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.

New Page Likes / Followers

(April 2019 – March 2020):



1657
NEW FACEBOOK PAGE LIKES

Reach

(April 2019 – March 2020):



607,138
PEOPLE REACHED THROUGH FACEBOOK



17
NEW TWITTER ACCOUNT FOLLOWERS

162,655
TWEET IMPRESSIONS



275
NEW INSTAGRAM ACCOUNT FOLLOWERS

3170
PEOPLE REACHED THROUGH INSTAGRAM

NBMC IN THE NEWS

From April 2019 – March 2020 NBMC highlighted immigration and was featured in **25 different news stories** in **11 different news outlets**.

KEY HEADLINES:

- ✓ NEW LOAN PROGRAM OFFERS TO HELP NEWCOMERS GET THEIR CREDENTIALS RECOGNIZED
- ✓ WANT MORE IMMIGRANTS? PUT MORE MONEY INTO SUPPORT SYSTEM, MULTICULTURAL COUNCIL SAYS
- ✓ LE CONSEIL MULTICULTUREL DU N.-B. RÉCLAME DE MEILLEURS ACCÈS AUX LOGEMENTS
- ✓ 10,000 IMMIGRANTS WON'T COME TO N.B. IF HOUSING IS BEYOND REACH, COUNCIL WARNS
- ✓ IMMIGRATION IS 'TIDE THAT RAISES ALL SHIPS' FOR NEW BRUNSWICK
- ✓ LE N.-B. A ACCUEILLI UN NOMBRE RECORD DE NOUVEAUX ARRIVANTS EN 2019
- ✓ IMMIGRATION : LE NOUVEAU-BRUNSWICK DOIT INVESTIR D'AVANTAGE, SELON UN INTERVENANT



REBRANDING AND COMMUNICATING AS A COLLECTIVE

To begin to tackle a collaborative strategy for strengthening our collective capacity around communications and leveraging our collective voice, over the past few months NBMC has been receiving pro bono support from National Communications (courtesy of the LIFT Partner Network) to help us position our umbrella's vision, mission and key pillars, develop our core narrative as an organization and provide some initial collateral to build a communications playbook that we can deploy across the umbrella. Simultaneously, NBMC has engaged in rebranding our projects, our website, our performance measurement framework and discussing core elements of our communication strategy.

Together, NBMC and our member agencies seek to elevate our stories on multiculturalism and the impact of our collective efforts in communities across the province. To support our members, NBMC held a day-long training on media relations and "telling your story", a focus of professional development that remains a top priority amidst COVID-19 restrictions and discussions around economic recovery in New Brunswick.

Over the course of the coming year, NBMC will unveil our fresh look, feel and voice and implement our new communication strategy in close collaboration with our member agencies.



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.

During our annual conference, NBMC therefore recognized a range of individuals, organizations, and youth who have proven themselves to be champions for cultural diversity in our province.

The Champions for Cultural Diversity awards 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 workforces, 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.





2019 CHAMPIONS FOR CULTURAL DIVERSITY WINNERS

In 2019, 10 awards were presented to businesses large and small, individuals and youth leaders, international students, and immigrant entrepreneurs who have gone above and beyond for their colleagues and communities.

89
TOTAL NOMINATIONS

10
WINNERS



VILLA PROVIDENCE

Shediac

CHANTAL'S STEAKHOUSE

Edmundston

LOUISE PELLETIER

Nurse Practitioner – Saint John

LUCKY KASENDWE

International Student – Moncton

DELTA HOTEL

Saint John

KINDERLAND DAYCARE

Fredericton

SOMADITYA DAS

Saint John Asian Heritage Society - Saint John

GIZEM ENSARI

Youth – Fredericton

HUSONI RAYMOND

International Student – Fredericton

“ I believe that together we can transform New Brunswick into the leading province where immigrants, refugees and international students can come to work, live and raise families.

HUSONI RAYMOND - International Student

RECOGNIZING OUR LEADERS



In September 2019, NBMC celebrated its first ever Legacy Award, recognizing one of its founding members and a lifelong advocate for multiculturalism and human rights, Dr. Constantine Passaris.

When NBMC was created over 35 years ago, Dr. Passaris could not have imagined that the founding multicultural associations at the time would grow to the 17 member organizations of NBMC today; that organizations which were largely led by volunteers would grow into a sector of over 300 professionals; and that we would collectively be supporting thousands of families across the province to create new beginnings in our province each and every year.

So much is uncertain in the future, but one certainty is that immigration is critical for our province’s sustainability and it’s going to be part of all our lives. It is so important that the policies we build, the services we provide, the partnerships we form, and the messages we deliver to the community all build on the important work that Dr. Passaris and others started many years ago.

With that, it was with great honour that we presented Dr. Constantine Passaris with the inaugural NBMC Legacy Award.

“Immigrants come here with drive, however, their dreams, passions and hard work can all amount to nothing if doors are not open for them. Dr. Passaris’ work has been all about opening doors. Dr. Passaris has changed the way we talk about immigration and multiculturalism, as well as who we’re having them with.”

MIKE TIMAMI - FORMER NBMC PRESIDENT

NBMC’S LEGACY AWARD VIDEO HIGHLIGHTING DR. CONSTANTINE PASSARIS’ ACHIEVEMENTS GENERATED:

**366 TOTAL REACTIONS
37 TOTAL SHARES**

REPRESENTATION AND ADVOCACY

The stronger the voice, the more impact it can have. NBMC serves as a platform 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 front line to hear what is needed to adapt to our changing demographics and to encourage government departments, organizations, and community groups to implement innovative programs that enable more successful newcomer integration. As such, we have worked to bring about changes and improvements on the following files.

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 that 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), the Société nationale de l'Acadie (SNA), and their Comité atlantique sur l'immigration francophone (CAIF), the Services avant-arrivées au Canada atlantique (SACAA), and through ensuring bilingualism in its events, communications and engagements.

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.

With the help of the Francophone Engagement Officer, NBMC mobilized provincial partners and stakeholders, including local member associations, to engage New Brunswickers in a province-wide dialogue surrounding demographic and labour market challenges and to present immigration as the cornerstone for the province's economic survival plan for a second time. The [New Conversations 2.0](#) Tour was put on hold in March 2020 due to the COVID-19 crisis. However, from January to March 2020, members, partners and colleagues across the province, including a large number of Francophone representatives, were invited to a planning day and were engaged through local organizing committees (LOCs).



The Francophone Engagement Officer also collaborated with the Virtual Engagement and Digital Content Coordinator on the production of [Diversity Champions featurette videos](#). These short videos were released online and highlight the diversity found across New Brunswick.



INTERPRETATION IN HEALTH CARE SETTINGS

With growing immigrant populations, demands for essential services are also growing and changing in nature. More and more, the need for language interpretation for essential services, including in health care settings, is required and the absence of service standards and systemic responses has meant that needs go unmet and newcomers are facing barriers in communicating their health needs.

NBMC, in partnership with the provincial Department of Health, conducted a pilot project on exploring the interpretation needs and gaps in accessing health care in New Brunswick. The project involved community consultations, a literature review and jurisdictional scan on the matter, a training session for community interpreters and service providers, and a learning exchange to debrief on results.

In summary, after consulting with and learning from over 100 project participants, NBMC drafted the following recommendations:

1. Increase funding to expand and integrate professional interpretation services within the Canadian health care system as a strategy for not just overcoming linguistic barriers, but for promoting accessible, equitable and high quality health care services to all Canadians regardless of ethnicity, race, class, gender, linguistic and cultural background.
2. Establish government funding formulas for the reimbursement of health care institutions that provide interpreter services.
3. Provide training for health professionals and other service providers in the use of interpretation services.
4. Develop and pilot a centralized model of interpretation service provision to improve consistency and coordination across the province.

Lack of awareness among service providers in how to access interpretation services means that: The NB health care system is essentially faced with having to offer different levels of care to its non-English or French proficient population.

PROJECT PARTICIPANT

We invest in face-to-face interpretation. In the long run, it costs the system less, because with proper interpretation (body language taken into account and connectivity), the patient gets the care they need from the start.

AAMNA ASHRAF

Manager, Health Equity - Office of Health Equity
at Centre for Addiction and Mental Health
(CAMH)

OVERCOMING BARRIERS: SUPPORTING IMMIGRANT, NON-STATUS AND REFUGEE WOMEN IN NEW BRUNSWICK

Since 2015, NBMC has led and been a partner in a series of projects and initiatives to support immigrant, non-status and refugee women in the province. It started with a 3-year project that 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).

THAT PROJECT ENGAGED MORE THAN 150 STAKEHOLDERS IN CONSULTATIONS, DIALOGUE, ACTION PLANNING AND REPORTS, AND NEW PARTNERSHIPS TO FURTHER ADVANCE THIS WORK.

In 2019, NBMC held a Learning Symposium on “Cross-Cultural Support for Immigrant Women Experiencing Intimate Partner Violence”, bringing together a panel of experts from Ontario, Québec, New Brunswick and Nova Scotia to an audience of over 80 service providers and community leaders.

Later, NBMC partnered with its Ontario counterpart, OCASI, on a project entitled “Building Leadership Capacity to Address Gender-Based Violence Against Non-Status, Refugee and Immigrant Women”. Through consultations with over 20 participants in Fredericton, this 3-year project aims at empowering community-based advocacy and leadership to support non-status, refugee and immigrant women experiencing intimate partner violence in 5 communities across Canada.

To further advance this work, NBMC has secured a seat at the New Brunswick Women’s Council (NBWC) and is represented by Myriam Mekni, the Executive Director at the Multicultural Association of the Greater Moncton Area. Ms. Mekni is able to advocate for intersectional analyses of ongoing policy developments, research needs and provincial programs.

OVER 200 SERVICE PROVIDERS, IMMIGRANT WOMEN, AND SECTOR EXPERTS

have been engaged across the province through consultations, interviews, focus groups, workshops and trainings to promote cross-cultural and community-coordinated responses to immigrant, refugee and non-status women victims of intimate partner violence.

“

No single immigration story is the same. Neither is a single experience of violence. All women who experience violence face difficult hurdles and barriers in accessing support, safety, and justice.

Domestic and Intimate Partner Violence Against Immigrant Women in New Brunswick: Provincial Reference Guide

WORKING GROUP ON INTERNATIONALLY EDUCATED NURSES

Ensuring that our province has all the qualified health care professionals it needs has quickly become a top priority. Therefore, through working with the Economic Immigration Lab, a multi-sectoral team worked together to explore a question that impacts the health and well-being of everyone in New Brunswick:

HOW MIGHT WE BETTER UNDERSTAND THE EXPERIENCE OF INTERNATIONALLY EDUCATED NURSES (IENS) APPLYING FOR REGISTERED NURSE STATUS IN NB, AND USE THAT UNDERSTANDING TO IMPROVE THEIR ABILITY TO NAVIGATE THE PROCESS SUCCESSFULLY AND BEGIN CARING FOR PATIENTS?

The multi-sectoral working group was formed to help inform the direction of the project, to interpret learnings, give feedback on project findings, and champion changes within their respective organizations. The conversation space allowed the program navigator and working group members to ensure that there was a genuine understanding of the stakeholders' perspectives in looking at the design and delivery of the IEN Navigator Service.

The result? A successful transition to a New Brunswick-based IEN bridging program at the New Brunswick Community College, with the first cohort having started in February 2020.

Working Group collaboration included: The Nurses Association of New Brunswick; The Association of New Brunswick's Licensed Practical Nurses; The New Brunswick Association of Nursing Homes, Horizon Health, Vitalité and The New Brunswick Multicultural Council.

The Working Group efforts were supported by GNB (Assistant Deputy Minister of Health; Assistant Deputy Minister – Atlantic Immigration Pilot, Post-Secondary Education, Training and Labour; Director – Health Workforce Planning, Health branch).

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.

A green paper (i.e. a document that offers the public and stakeholders a range of ideas and policies to consider) on education in New Brunswick was published in October 2019 by the Minister of Education and Early Childhood Development, looking for ways to innovate the New Brunswick education system. In response, NBMC's Manager of Youth Initiatives prepared and submitted to the Minister of Education and Early Childhood Development a series of recommendations urging that specific strategies be developed to address the unique challenges and needs of immigrant learners from diverse ethno-cultural and linguistic backgrounds.

The recommendations are based on the voices and lived experiences of newcomers, as well as those of individuals working on the front lines with newcomer students and families, in addition to drawing from data and information from an early 2020 report on immigrant enrollment projections prepared by Jupia Consultants.

THE RECOMMENDATIONS ARE SUMMARIZED IN FIVE KEY THEMATIC AREAS DETAILED IN OUR EXECUTIVE SUMMARY GREEN PAPER RESPONSE:

- 01 Training for educators and those working in the education system.
- 02 Enhanced supports for additional language learners.
- 03 More inclusive and representative school communities.
- 04 Stronger and more effective data collection and evaluation tools to inform/drive strategies.
- 05 Apply the concept of a Collaborative Economy to maximize existing services and resources.



SNEAK PEEK AT THE FUTURE OF THIS WORK:

NBMC's third recommendation, which was equally brought up by NBMC's members, called for more inclusive and representative school communities.

A suggestion to enable this is to reinforce the historical and contemporary contributions of immigrants to both Canada and New Brunswick in existing K-12 curricula and educational materials. As a result of this advocacy effort, EECD invited NBMC to participate in a consultation to provide recommendations on what ought to be taught in public schools about immigration in New Brunswick.

Consequently, NBMC established an ad hoc committee in June 2020 to respond to the guiding questions of the consultation. This committee comprised of representatives from NBMC staff, member agencies, and subject-matter experts, such as historians, professors, and local leaders who met over a series of virtual and in-person meetings to discuss and answer the three questions below:

01



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

02



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

03



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 four corners of the province were equally invited to respond to the aforementioned questions to ensure youth perspectives were captured in this recommendation work. We look forward to reporting more fully in our 2020–2021 year on the impact of this project in setting a new vision for more inclusive school communities in the province, and increasing our youth's awareness of the positive impacts of immigration in New Brunswick.

HOUSING

The accessibility, affordability and availability of housing has become an acute issue in nearly all communities across the province. Over the past year, New Brunswick has been confronted with multiple and complex challenges to offering affordable, accessible and adequate housing to its newcomers and all New Brunswickers.

Urban centers are grappling with homelessness, low vacancy rates, size and adequacy of housing, and affordability. Rural communities are challenged with finding sufficient housing options, access to transportation, and insufficient housing developments.

Housing is a central pillar to settlement and retention, and bringing in more people means there is an urgent demand to address these housing challenges.

In 2018, NBMC completed its 15-stop New Conversations Tour. The tour aimed to raise awareness about the benefits of immigration and engage partners and new actors in the essential and ongoing efforts to welcome and foster the inclusion of newcomers in our province.

From the Tour came many actions, big and small; and among these, we have seen many communities develop and launch population growth strategies. These strategies take into account many factors to better welcome and integrate newcomers in our communities. One of the key pillars to consider is housing.

Housing will become increasingly important as our population grows and more newcomers seek to call New Brunswick home. In its 2019-2024 Population Growth Strategy, the Government of New Brunswick is expecting 7,500 newcomers per year by 2024, and New Brunswick will need rentals and houses to greet newcomers and ensure their new lives in this province begins on solid footing. Ambitious targets also mean hard work and commitment.

TO MAKE THIS HAPPEN – TO GROW OUR POPULATION, TO RETAIN OUR YOUTH AND NEWCOMERS, AND TO ENSURE AN INCLUSIVE AND PROSPEROUS COMMUNITY, WE MUST WORK TOGETHER. ALL OF US.

We need to move forward with a New Brunswick vision that leads to local impacts. It is time to scale up the capacity and intelligence across the sector and leverage partnerships to broaden impacts for newcomers. It is through collective effort and a shared responsibility to one another that we will drive change.

We all want to make our communities and province better. We all want New Brunswick to be a vibrant and prosperous place for our families and for next generations. Growing our population through immigration, and including newcomers in all aspects of society and community life, is essential for success.

In response to the growing needs around housing, NBMC is beginning work with key partners to advance discussions on housing in New Brunswick that will benefit all New Brunswickers. **NBMC is encouraging the following policy recommendations:**



POLICY CONSIDERATIONS

01

The Provincial Government needs a renewed provincial Housing Strategy that addresses the diverse and unique housing needs across the province, and takes into account population growth and the distinctive challenges newcomers face pertaining to accessing housing (e.g. discrimination, lack of multilingual resources, accessing loans or credit for purchase, larger family sizes, etc.);

02

All tiers of government need to align in renewed zoning and housing development incentives and guidelines to ensure affordable housing in city centres.

03

Population growth needs to be met with a rights-based approach – the province, communities and employers have a responsibility to ensure housing is available, safe and adequate for all new arrivals.

04

Newcomer housing development needs to be integrated with the community, such as cooperative housing and mixed unit housing;

05

Municipal governments need to strike housing committees with key stakeholders, including landlords, developers, and investors to develop community housing strategies, in addition to or in parallel with community population growth strategies.



If we are to grow together, we need to be welcoming and inclusive. People need homes, to not only arrive, but thrive. [...] Affordability, security of tenure and community are the three ingredients needed for retention.

TIM ROSS - CO-OPERATIVE HOUSING FEDERATION OF CANADA



It's not so much a housing crisis as much as it is a need to rethink the way we look at community development across New Brunswick. If we want to continue to attract international learners who intend to live and work in New Brunswick following graduation, we need to think collaboratively, in partnership with other community organizations and industry to identify new and innovative solutions that will best accommodate the needs of all individuals to live, learn, work and thrive in NB.

RACHEL GILLEPSIE - NBCC

A higher proportion of newcomers who had arrived in the last 5 years live in unaffordable housing, spending over 30% of their income on rent and utilities compared to non-immigrant households.

23% of these newcomer households were also living in overcrowded conditions compared to 4% of non-immigrant households.

Source: Canadian Rental Housing Index

COMMITTEE REPRESENTATION

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:

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

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
- Long Term Immigration Youth Sub-Committee
- Member of the provincial Advisory Committee on Economic Immigration
- 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 Community Coordinated Response to High-Risk Intimate Partner Violence Steering Committee, Department of Public Safety and Women's Equality Branch
- Member of the Council on Articulations and Transfer of New Brunswick Committee
- Member of Prior and Learning and Recognition Committee
- Member of the NouLAB Foreign Qualifications Recognition Team Multi-Stakeholders Working Group
- Member of the Love Shouldn't Hurt Working Group, Department of Public Safety
- 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 Laboratoire provincial Créons la suite (labo jeunes engagés)
- Member of the Fredericton Local Immigration Partnership's Children and Youth Committee
- Member of the She Is Active NB Network

SUPPORT



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

Crafting programs and initiatives that drive innovation forward in our sector and successfully promoting our collective narrative is just the beginning. From there, NBMC looks to activate a network of collaboration with 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 programs, driving innovation and building capacity in the settlement sector. We look to work with our members to heighten the level of excellence in newcomer service delivery.

ELEVATING OUR SECTOR

NBMC's core belief is that we cannot help others achieve more unless we are constantly working towards a model of excellence 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 and constitution and sought board governance training for our member agencies in partnership with LearnSphere. This exercise brings board members to reflect on the core objectives and mandate of our agency, our membership structure, and our vision for a stronger sector. Results of this exercise will come to life in the following year starting at our 2020 AGM.

LIFT PARTNERSHIP

To help set our goals and look at our core priorities, NBMC has partnered with LIFT through their Better Beginnings, Bigger Impact (BBBI) initiative. 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. 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.

Their innovative model mobilizes public and private sector resources to provide strategic, governance and managerial support to SPOs so they can deliver greater, scalable, sustainable, results-based impact for vulnerable Canadians faster.

THROUGH OUR PARTNERSHIP, WE DROVE DEEP IN FIVE CORE ELEMENTS OF OUR OPERATIONS:

- 01 Mapping out our strategic imperatives and redefining our mission and vision;
- 02 Enhancing our board governance and leadership policies and practices;
- 03 Refreshing our organizational brand and telling our impact story;
- 04 Measuring our impact and performance;
- 05 Strengthening our human resources infrastructure.

The work with LIFT has turned NBMC on its head and back again in managing through a period of notable growth and change. The work is ongoing to March 2021, and we are eager to see the long term impacts on our team, our member agencies and the sector through a clearer and stronger way forward.

REIMAGINING THE ECONOMY

Newcomers add depth to every aspect of our communities, including their vital contributions to helping drive New Brunswick’s economy forward.

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

SKILLS LAUNCH



MEETING THE ECONOMIC NEEDS OF OUR PROVINCE

Our economy is only as strong as the people driving it, and connecting international skills to local needs lies at the heart of what we do. Our Skills Launch program is a youth employability program designed to connect the dots between local workforce needs and international talent.

Through a blend of experiential learning and workplace experience, we connect local employers with youth to ensure that companies get the staff they need while providing immigrant youth a chance to explore their career options, gain local work experience, and understand the Canadian work and education environments. Many of these youth have experienced gap years in their education, and bridging work is essential to ensure they meet Canadian levels of qualification.

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, construction, and trades. Through this approach, we created opportunities for economic growth in New Brunswick by helping over 100 employers across the province to diversify their workforces to become more inclusive, innovative and productive.



SITES OF PROGRAM DELIVERY:

Multicultural Association of Fredericton (MCAF)



Saint John YMCA
Newcomer Connections (YSJ)



Multicultural Association of the Greater Moncton Area (MAGMA)

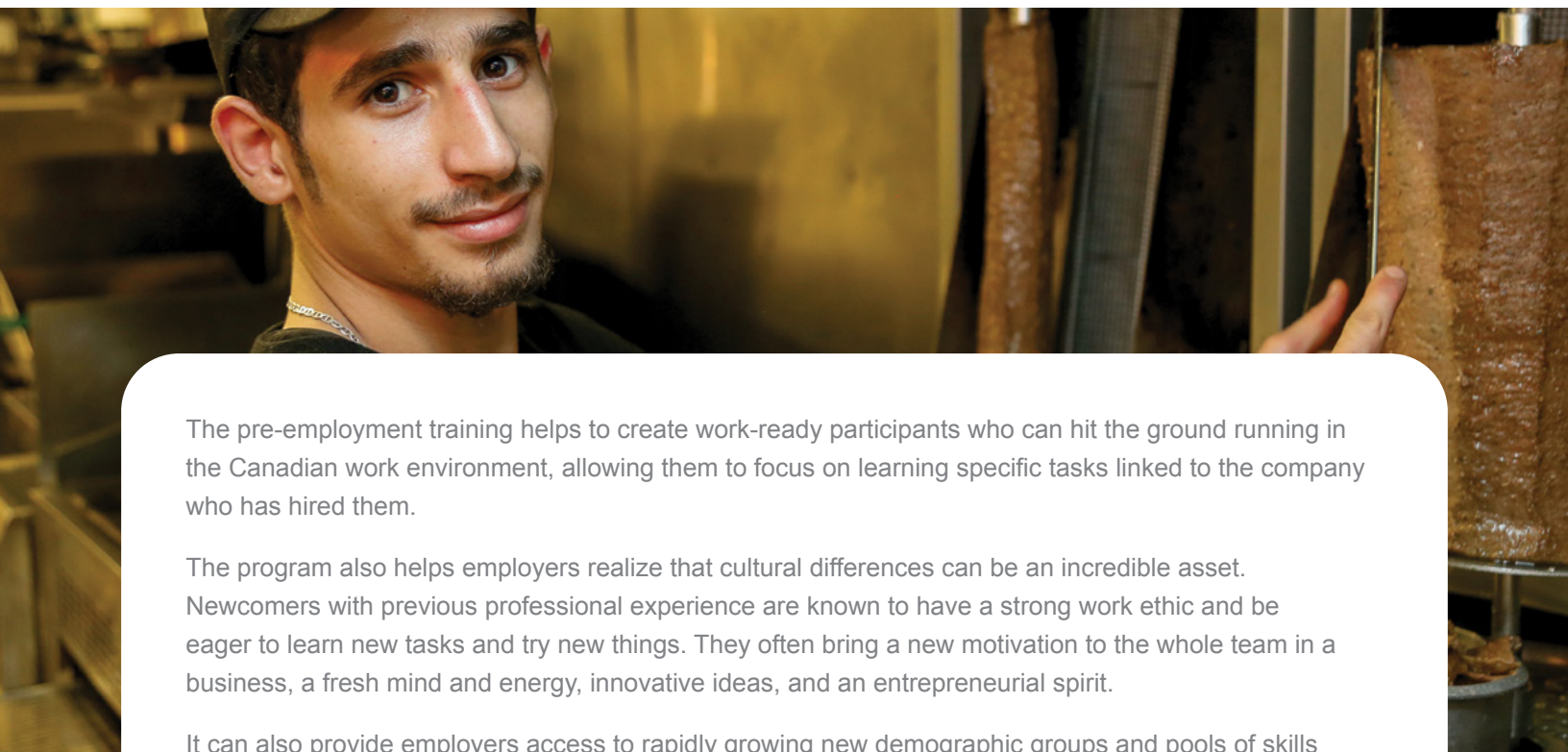


HELPING JOBS FIND PEOPLE

The reality is that, while there are many job seekers in our province, there are actually more jobs looking for people than there are people looking for jobs. Matching companies with a workforce that has the skills they need is one of the biggest hurdles our economy is facing.

Through a blended mixture of engagement, information materials, and training, Skills Launch helps to bridge this gap by assisting companies to improve their capacity to:

- 01 promote inclusive work environments
- 02 attract, recruit and retain a diverse range of immigrant talent
- 03 better understand the processes and promising practices concerning immigrant employment



The pre-employment training helps to create work-ready participants who can hit the ground running in the Canadian work environment, allowing them to focus on learning specific tasks linked to the company who has hired them.

The program also helps employers realize that cultural differences can be an incredible asset. Newcomers with previous professional experience are known to have a strong work ethic and be eager to learn new tasks and try new things. They often bring a new motivation to the whole team in a business, a fresh mind and energy, innovative ideas, and an entrepreneurial spirit.

It can also provide employers access to rapidly growing new demographic groups and pools of skills and talents. Just one example is a pharmacy that found having an Arabic-speaking staff member meant that the challenge of serving a sudden surge in Syrian families was instead now a unique opportunity for them to attract a niche market.

MANAGING THE RISK

Hiring new staff is always a risk for employers—the level of trust is always hard to build, especially when there are cultural and language gaps. Lowering the financial risk for the employer through financial incentives creates more opportunities for immigrants to get their first Canadian experience.



It is an honour for New Brunswick to welcome dynamic and active newcomers wishing to help in so many ways: participate in the economic growth, fulfill open positions and broaden the mind and vision of the entire province are just a few.

DAWN ARNOLD - MAYOR OF MONCTON



FOUNDING NEW BUSINESSES

Thanks to the large number of available resources for entrepreneurs, some participants have gained enough confidence, skills and networking experience to open their own businesses. The program has been key in providing them with a preview of how life as an entrepreneur is organized and connecting them to other business-oriented programs in their community. It has also given them the chance to find a mentor who can guide them in the stressful process of creating their own company.

A PARTNERSHIP WITH OUR MEMBERS

At the centre of the Skills Launch program is a drive to strengthen collaboration, communication, and partnership. Through our collaboration with each of the program sites - the Multicultural Association of Fredericton (MCAF), the Multicultural Association of the Greater Moncton Area (MAGMA), and the YMCA of Great Saint John Newcomer Connections (YSJ), as well as Working NB and the NB immigrant settlement sector, we have formed a multi-stakeholder approach to successfully integrating newcomers.

While sessions were started in early 2020, they were postponed due to the pandemic. Nevertheless, we look forward to resuming these key sessions during 2020–2021.

THE HUMAN STORY

The economic impact of our Skills Launch program is only half the story. Skills Launch has made a personal and lasting impact on our newcomer youth, providing a return on the investment of time and energy with young newcomers who feel empowered, connected, and useful.

Participants move through 3 phases: Learn, Explore and Succeed. In each phase, their experience was reflected in their personal life, their community engagement, and their professional integration.

The professional impact is clear; more than half of the participants are acquiring education or becoming licensed in the province in fields ranging from electricians and auto mechanics through to pharmacists, accountants, and early childhood educators.

A significant trend of improved financial situations could be seen in the outcomes. Participants are involved in better-paying jobs, meaningful career pathways, increased working hours and expansions of their expertise. They have been empowered by their employers to lead groups, shifts and projects in their workplaces.

However, the workplace impact is only half the story. By championing the strengths of New Brunswick and building these personal stories, the program has also had a deeply personal effect. Across the board, participants have demonstrated increased self-confidence, health and wellness levels, and a sense of belonging.

In some cases, participants met others who fled to Canada from the same city/village or refugee camp, in their country of origin. They had developed connections outside the program with their families and it helped them resonate to their identity and practices.

The impacts on female participants have been especially remarkable. They have developed their leadership and public speaking skills, advanced their language capacity, gotten involved in their communities, improved their sense of wellness, and set clear career goals and pathways.

As a result of this economic and social integration, we have participants obtaining citizenship, buying houses, getting married, having children, and raising them right here in New Brunswick and adding the wealth of their culture to their new communities, which in turn has increased newcomer retention rates and helped to meet provincial population growth targets.

Skills Launch opened my eyes to the opportunity to go back to school. For what you think you can't get to, Skills Launch will be there to help you, to push you.

S. FROM NIGERIA

We could not be prouder of the impact this program has made, and we look forward to helping new waves of young arrivals achieve their full potential and add to our province’s economic and demographic growth.

3 YEARS / 81 PARTICIPANTS

Over the course of 3 years, the program has enabled 81 participants in 6 cohorts to overcome barriers to employment and develop a broad range of skills and knowledge to fully participate in the current and future labour force.

89%

OF THE IMMIGRANT PARTICIPANTS
ARE WORKING AND/OR RETURNING
TO SCHOOL.

50%

ARE WORKING TOWARDS
THEIR GED.

22%

HAVE STARTED, COMPLETED OR ENROLLED
in college, apprenticeship or are working on their foreign
diploma or credential recognition process.

6%

HAVE BECOME
ENTREPRENEURS OR
BUSINESS OWNERS.

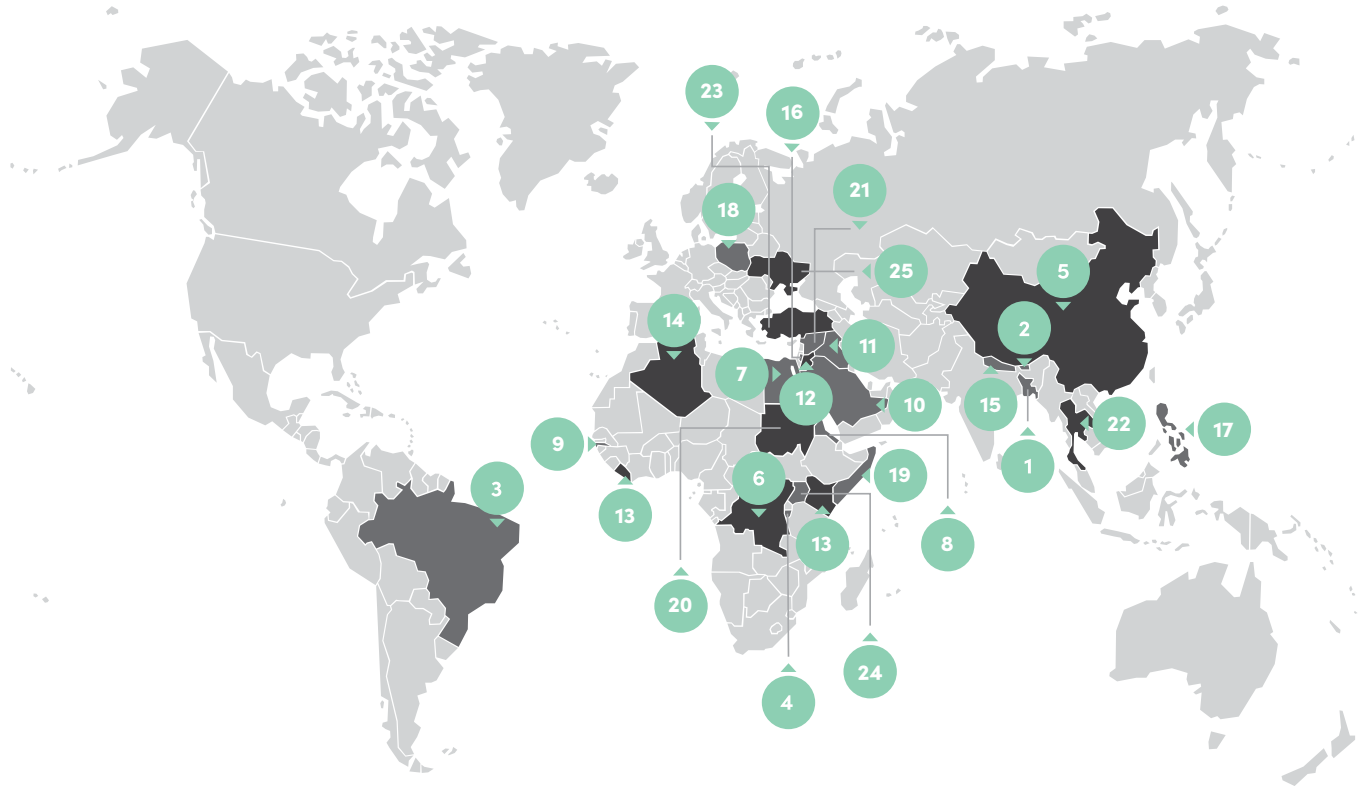


When we went to NBCC and we had those courses, it was pretty informative because I didn’t know a lot about the educational system in Canada before we arrived, so for me it was really beneficial. Another one is volunteering. I learned how it is important in Canada because we don’t have that culture in Ukraine

I. FROM UKRAINE

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 | | | | |



In 2016 I came to Canada. I study English, when I was in level 3, I heard about Skills Launch, what is this and what you can do. I was very excited, I register but they didn't accept me because they want level four and above... I continue study English and I kept in my mind to do it next year. Finally, they accept and I was happy to achieve my dream. I said now the journey has begun, I have to study hard to do my dream, first thing I will finish Skills Launch second, I will do my GED and I will go to college I keep this in my mind to work step by step.

M. FROM SYRIA

ATLANTIC IMMIGRANT CAREER LOAN FUND (AICLF)

To put their international training to use in the local workplace, newcomers who have already committed their entire life savings to moving to New Brunswick can find themselves needing to invest even more in order to become accredited provincially. That's where the Atlantic Immigrant Career Loan Fund (AICLF) comes in, providing a much-needed loan to meet a wide range of certification and re-education needs.

Launched in May 2019, 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.

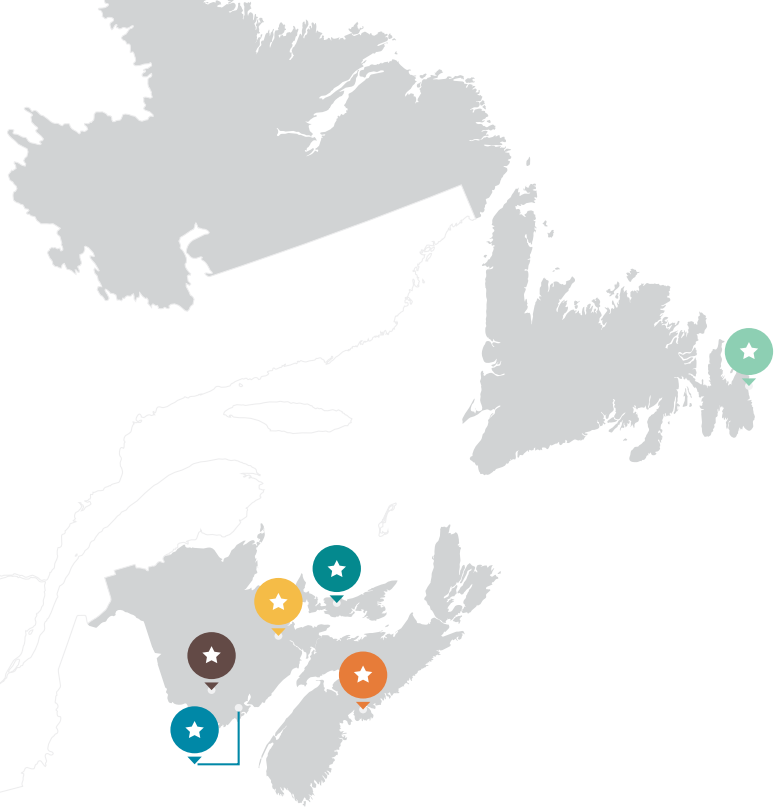
NBMC has taken on a leadership role in the province in terms of coordinating AICLF partner meetings, promotion, the sharing of best practices amongst service providers as well as voicing concerns and feedback to the ISANS regional coordinator relating to the program administration in NB.



I am thrilled to see programs such as the AICLF because our newcomers face a number of barriers and challenges when starting a new life in Canada, many of which have sacrificed their careers and social networks in order to pursue the opportunity to live and work here. It is important that immigrants have the ability to thrive and live meaningful lives here, and we want to help them to achieve their career goals and continue to flourish. The AICLF helps eliminate some of the unique challenges faced by newcomers, and helps them to develop a plan of action in order to reach their intended goals. I look forward to celebrating the successes of each and every one of our newcomers who takes part in the AICLF.

CHELSIE NIGHTINGALE

Executive Director, Multicultural Association of Sussex



REGIONAL PARTNERSHIP WITH 7 DELIVERY PARTNERS:

- MULTICULTURAL ASSOCIATION OF FREDERICTON, FREDERICTON, NB
- MULTICULTURAL ASSOCIATION OF THE GREATER MONCTON AREA, MONCTON, NB
- YMCA OF GREATER 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, NEWFOUNDLAND AND LABRADOR, ST JOHN'S, NL
- NEW BRUNSWICK MULTICULTURAL COUNCIL, FREDERICTON, NB

OVER 65 NEWCOMERS

IN FRANCOPHONE AND RURAL REGIONS WERE ENGAGED THROUGH INFORMATION SESSIONS AND MEETINGS

\$750,000

IN ANNUAL LOANS AVAILABLE

OVER 10 PARTNERS

ENGAGED INCLUDING EMPLOYMENT COUNSELLORS (GNB AND AHS), EMPLOYERS, GOVERNMENT EMPLOYMENT PATHWAY NAVIGATORS AND MEMBER AGENCIES

3

NEWLY ESTABLISHED ATLANTIC PARTNERSHIPS

WORKINGNB COLLABORATION

Just before Covid-19 restrictions forced us to cancel, NBMC and WorkingNB had organized a strategic planning meeting to discuss in greater depth the plans and activities for this growing collaboration. While those discussions were paused, they are not forgotten. In 2020, this collaboration and partnership continues and will include the mapping of roles and responsibilities, development of evaluation tools and metrics, implementing a roundtable committee who will be feeding into the provincial committees addressing employment challenges and influencing the design of employment-related services and programs for newcomers.

Through a quarterly provincial roundtable with the settlement agencies, WorkingNB, ACOA, and other relevant partners, this initiative will work at the system-level to strengthen collaboration, partnership, data collection, efficacy and sharing in the New Brunswick workforce development sector to address gaps and opportunities to better support newcomers and immigrants seeking employment in New Brunswick.

This initiative will contribute toward improved collaboration among resettlement agencies, relevant government departments, and employers to support the integration of newcomers and immigrants in the New Brunswick labour market.



CROSS-CULTURAL TRAINING

The ability for newcomers and locals alike to understand, accept, and successfully deal with each other is essential to 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 deal across cultural barriers.

PROGRAM REVAMP

During the summer of 2019 the program was completely revamped to enable tailored sessions to be delivered that respond to each organization's needs. Now, whether you are a company looking to recruit newcomer workers, a government department supporting an increasing range of newcomer residents, educators with culturally-mixed classrooms, or health professionals with patients from around the world, we have a program to meet your individual needs.

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, building regional capacity to respond to local demands. To that end, Train the Trainer sessions were held in December 2019 (English) and February 2020 (French). However, the pandemic later prevented sufficient post-training practical consolidation of skills, which is to be addressed through ongoing revision training during the 2020-2021 period.

22

TRAINING SESSIONS

647

PARTICIPANTS

35

TRAIN THE TRAINER ATTENDEES
FROM 13 MEMBER AGENCIES

CHANGING THE FACE OF EDUCATION

Sessions were held both in-person and virtually throughout the province. Most notably, in response to a massive increase in international student arrivals, an agreement was reached to have us deliver sessions to a number of key educational institutions.

Firstly, nearly all leadership, instructors, and staff at all six NBCC campuses throughout the province were provided training on both in-class adaptation as well as the framework for international student onboarding and support, with a hope to increase the post-graduate retention of skilled youth in our province.

In addition, principals from the Anglophone East School District were also trained on how to better include our younger international arrivals.

OTHER SECTORS

Sessions were also delivered to organizations as diverse as nursing homes and call centres, and we look forward to increasing the number and diversity of our participants as the relaunched program continues to expand.



The only people who can tell us that we have mastered cultural competency and that we are doing things right, are the newcomers themselves. We need to involve them.

RINO LANG

Director, Mental Health and Addiction Services, Vitalité



REIMAGINING YOUTH LEADERSHIP IN NEW BRUNSWICK



Our Imagine NB program brings youth from around the province together to discover a place they can create in their future and in the lives of others. 2019 saw the culmination of this program with a completion and graduation ceremony to celebrate the hard work, growth and dedication of the 26 Imagine NB youth delegates!

2019 also saw the program funding renewed for another 5 years to ensure that this unique, intercultural and bilingual experience can reach up to 150 more youth and promote their integration in the province and help them become the leaders and influencers of tomorrow.



THE PROGRAM IS BUILT AROUND THREE KEY PILLARS:

01

YOUTH

Empowerment:

We tap into the leadership potential of youth, helping to build their confidence and their capacity to make a difference.

02

YOUTH

Inclusion:

We provide a space where the voices and perspectives of underrepresented youth can be truly heard. We aim to drive those voices on a path to leadership and change for the province of New Brunswick.

03

YOUTH

Retention:

Through fostering a sense of belonging and connection to New Brunswick, we inspire the participants to stay here and excel in their communities.

Over the year, Imagine NB held a series of Leadership Accelerator weekend retreats, designed to promote and activate the three key pillars. Newcomer youth often feel like fish out of water in their new environments, 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 discovered the unique aspects of each community they visited.

Each retreat also had a theme, 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 global citizenship and multiculturalism in New Brunswick.

For the youth participants, the Imagine NB program is a time of discovery, of learning about themselves and others, of reflecting on their lives and futures, and of finding their place in their communities.

Those looking for full details of the program and the impressive accomplishments of the participating youth can view the full [Imagine NB Impact Report](#). Written as travel diaries in the voices of youth themselves, you will be able to immerse yourself in their stories and their improved self-confidence and self-awareness, their enhanced academic performances, the impact of their own projects, and their deeper discoveries of the province they now call home.

We look forward to reporting in our 2020-2021 impact report how the Imagine NB alumni have continued to grow after graduating from the program, becoming Imagine NB Ambassadors and helping prepare the second round of this program beginning in October 2020.



THE RETREATS TOOK PLACE IN:

- SAINT JOHN**
Equality, leadership types, and active listening
- CAMPBELLTON**
Mental health, emotional expression, rights of children and youth
- MONCTON**
Entrepreneurship, communication, and careers in New Brunswick
- MIRAMICHI**
Indigenous history in New Brunswick
- WOODSTOCK**
Multiculturalism, education and personal stories of migration in New Brunswick
- BATHURST**
Multiculturalism, food security in New Brunswick, budgeting and becoming a change agent in the community
- FREDERICTON**
Honouring plurilingualism within a bilingual New Brunswick



- SAINT ANDREWS**
Environmental conservation and community engagement
- DIEPPE**
Celebrating success, applying what we learned, and presenting on community project results

26 YOUTH WHO PARTICIPATED ARE NOW THREE TIMES MORE LIKELY TO FEEL THEY ARE:

1. Equipped for decision-making
2. Confident in their ability to solve problems
3. More effective in their communication skills

21 PARTICIPANTS

report feeling satisfied with their self-awareness and self-confidence at the end of the program, as compared to 3 at the start.

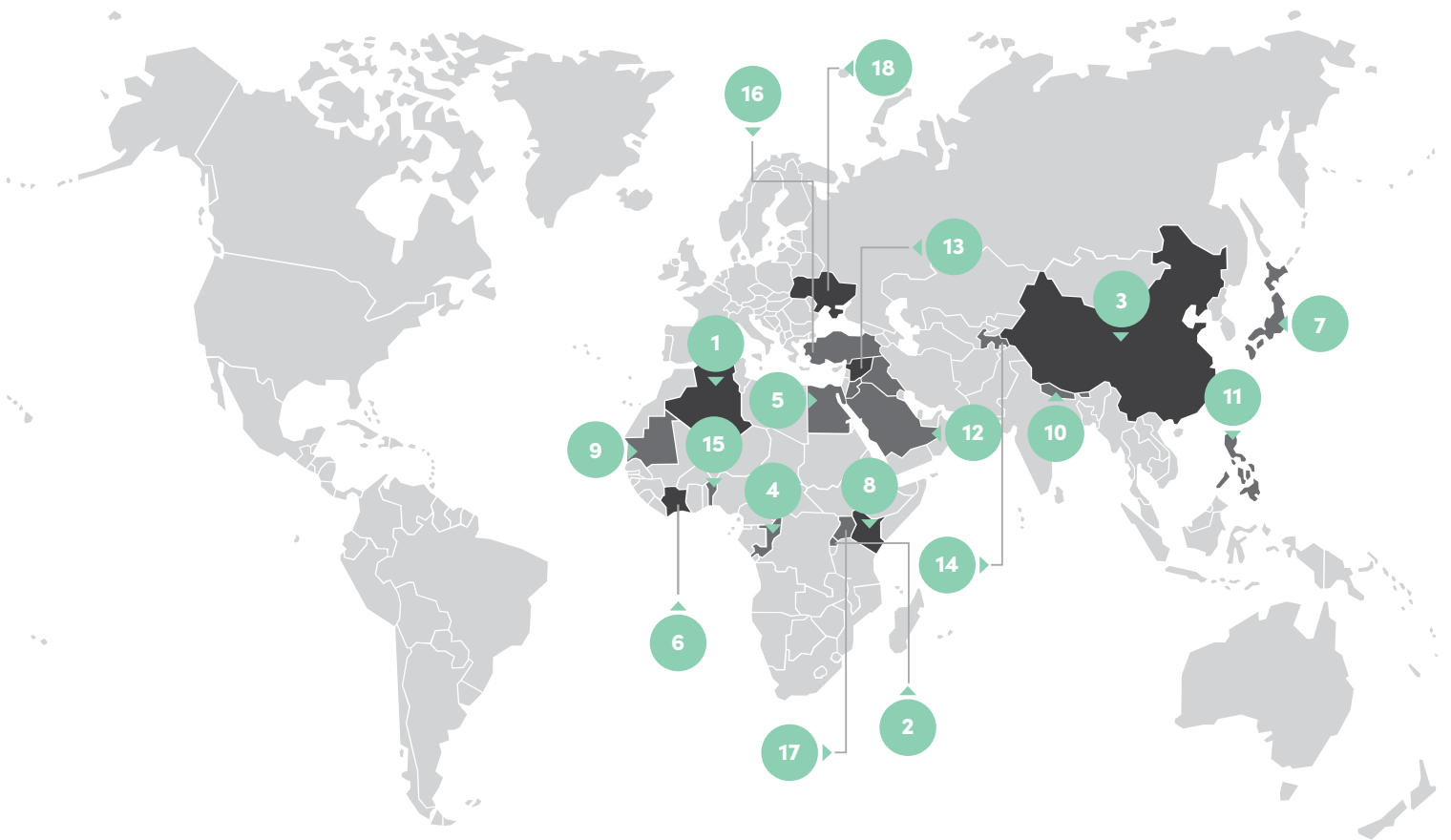
ONLY 2 PARTICIPANTS OF 26 REPORTED BEING INVOLVED IN THEIR COMMUNITY BEFOREHAND; THAT NUMBER CLIMBED TO 21 AT THE END OF THE PROGRAM.

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



“For me, a leader was powerful and authoritative. I was surprised to learn that it’s not like that at all. I want to be a leader in New Brunswick.”

YOUTH DELEGATE



My son met the premier. That's amazing! I sent the picture to all my family back home. I know that I made the right choice in coming to New Brunswick.

PARENT OF A YOUTH DELEGATE

COMMUNITY PROJECT HIGHLIGHTS:

▼

In her project, Arina shares her experiences as a newcomer through art. She has brought her community together with an energetic, authentic approach, encouraging each person to share their own journey through an art project. Families open up, often for the first time since their arrival in Canada, sharing their lives with others. Arina developed the confidence not only to express herself but also to represent her community. Her artistic talent is a gift to the rest of us.

Before the Imagine NB program, I was just excited to finish high school and get out of here. Now, that has completely changed. I feel at home here.

YOUTH DELEGATE

▼

Amer's project was developing a network for support and friendship to help students with special needs at his school. He feels a connection to them because he has found himself in a similar position due to his struggles with the language. He founded and facilitates a 6-person meet-up once a week, organizing exploratory outings to places like the zoo and the Bay of Fundy. Together, they have been reaching beyond language to come up with new ways of communicating between minorities. To boost group identity, he wants to design a t-shirt that members can proudly wear. It's an outstanding project that gets him involved in his school, meeting Canadians and being a leader where there is a real need. His is an inspiring story of peer support.

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 has therefore focused on the following community engagement efforts through two signature events: AfroFest and the Canadian Council for Refugee Youth Action Gathering and the annual Growing Together Symposium (both held in October 2019).

YOUTH ACTION GATHERING AND AFROFEST

Through a collaboration between the New Brunswick Multicultural Council, the Canadian Council for Refugees and the New Brunswick African Association, the Youth Action Gathering (CCR-YAG) was able to come to New Brunswick and take place in Atlantic Canada for the first time.

THE YAG TOOK PLACE ON OCTOBER 3–5 2019, IN MONCTON AND DIEPPE, NEW BRUNSWICK. THE THEME FOR THE YAG WAS *BEYOND MIGRATION JOURNEYS: TOGETHER BUILDING EMPOWERING COMMUNITIES*.

120 YOUTH FROM SEVEN DIFFERENT PROVINCES AND TERRITORIES ATTENDED.

BRITISH COLUMBIA, ONTARIO,
QUEBEC, NEW BRUNSWICK,
NOVA SCOTIA, SASKATCHEWAN
AND YUKON

The YAG brought together newcomer youth and allies to learn, share, network and collaborate on actions and strategies to address common challenges. This year's YAG was quite unique because of the participation of youth from suburban areas of New Brunswick.

The YAG also coincided with AfroFest, an annual event by the New Brunswick African Association, which allowed participants to witness the diversity of the African community and culture through musical performances and food catered for the event. Likewise, AfroFest benefitted from the participation of a diverse audience of youth from different ethnic backgrounds and from different Canadian cities.

BY PARTICIPATING IN THE YAG AND AFROFEST ACTIVITIES, YOUTH WERE ABLE TO:



▼
Develop leadership skills and gain knowledge about how to implement community action projects in their local communities via social media and the personal connections they fostered.

▼
Connect with other newcomer and immigrant youth who live in urban and suburban areas, and continue supporting each other's projects.

▼
Build the capacity of branch leaders to continue developing a structure for their local branch, do outreach to other youth, and create new programs.

▼
Strengthen their knowledge on how to make their youth groups more inclusive for youth with different identities and backgrounds.

▼
Strategize on how to mobilize other youth in their community by using innovative, engaging workshops.

▼
Engage with national and local decision makers and stakeholders in order to bring the issues newcomer youth face to their attention, and to share about how these stakeholders are meaningfully empowering youth through their work.



IF YOU'RE INTERESTED IN FINDING OUT MORE ABOUT THE IMPACTS OF THE YAG AND AFROFEST, YOU CAN CHECK OUT [THE FULL REPORT HERE.](#)

GROWING TOGETHER CONFERENCE



Each year, NBMC hosts a provincial conference to bring together sector leaders, promote new learnings and initiatives for dialogue and exploration, to highlight collective challenges and raise awareness on the work left to do. In 2019, our 5th annual conference, **Growing Together: Scaling up while Increasing Retention!**, was held in beautiful St-Andrews-by-the-Sea, where over 250 participants gathered.

The conference included dozens of expert speakers and sector leaders on themed panels grounded in honest discussions and action planning. Conference attendees heard from multiple experts on how our Health Care, Housing, Education, and Employment systems will be impacted by welcoming upwards of 100,000 people over the coming decade, and what we can do to prepare and better support newcomers arriving in our province.

The conference day was topped by our annual gala dinner with local cultural performances as well as our Champions for Cultural Diversity Awards ceremony.

255

CONFERENCE
PARTICIPANTS

35

KEYNOTE SPEAKERS
AND PRESENTERS



2020 COVID-19 PANDEMIC RESPONSE

Undoubtedly, the biggest impact on NBMC, our members and their clients during 2020 was the COVID-19 pandemic and associated restrictions. While everyone was impacted in some way, this impact was severely amplified for new arrivals to the province. 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.

In brief, NBMC responded to the situation in two key areas—adapting our existing programs, and pivoting to respond to a brand new set of needs through establishing taskforces.

EXISTING PROGRAM ADAPTATION

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.

From delivering virtual cross-cultural training through to switching our New Conversations tour to a highly-interactive series of virtual events entitled Turning Point, we learned how to continue delivery and support in whole new ways.

FORMING TASKFORCES

While many programs could continue in an adapted virtual framework, clearly, a completely new approach was needed in collaborating and supporting our members. In response, NBMC created four taskforces on case management, communications, information technology, and children and youth to address the new challenges our members were facing.

Realizing this task was a total sector priority, we put out a call to our members to enlist staff to assist, and were delighted not only with the number of taskforce members that we received, but with their talents, dedication, and extraordinary problem-solving ability under pressure. Our deepest appreciation goes out to the many taskforce members who responded, and to their organizations' leadership who committed their staff's time at such a critical juncture.



CASE MANAGEMENT

In the face of the requirement to close their physical offices, our member organizations did an extraordinary job to completely change the nature of their client service delivery. Almost every aspect of their existing service framework, from settlement services to language classes, was based on in-person service delivery, and suddenly that was no longer an option.

In order to support newcomers as they dealt with new challenges ranging from mandatory isolation, remote check-ins and ensuring they had access to appropriate support, our Case Management taskforce connected with front-line staff to understand the ever-changing nature of their needs and provide coordinated solutions. The taskforce then developed tools and guides to help them best assess, address and respond to client needs during the pandemic.



COMMUNICATIONS

Those who were already struggling to learn a new language found themselves left behind with information pouring out through a huge variety of media. The rapidly changing government responses and various financial supports available, combined with a sense of panic around the impact on immigration application status and uncertainty about medical insurance, meant that establishing a new framework for communication quickly became a key priority.

A communication taskforce was therefore established to focus on creating a distribution channel to newcomers throughout the province, and then gathering, summarizing, and laying out the key information. As a result, we could send out timely, accurate, straightforward, and translated newsletters to newcomers throughout the province, ensuring they had the information they needed, when they needed it.



INFORMATION TECHNOLOGY

Never in our global history has access to online information services been so critical. It was how we stayed abreast of the latest information, registered for government support, and enabled our children to access school services. Yet many newcomers—especially those only recently arrived—had little or no access to the necessary technology. Our IT taskforce looked to provide solutions to:

- **Staff Access:** Given the new working conditions, how do we support staff to access their information systems and connect with their leadership and colleagues?
- **Client Access—Settlement Services:** With language classes closed, as well as in-person meeting and support services, how can we facilitate delivery of settlement services virtually?
- **Client Access—Community Services:** Most newcomer access to setting up bank accounts, seeking medical care, applying for government services, receiving social development services, etc. was usually based either on in-person appointments or online applications with assistance from settlement staff. How can we enable newcomers to get the support they need without in-person attendance or support?

In response, we were able to greatly enhance our members' staff and their clients access to critical systems to carry on in the face of the quarantine.



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 young newcomers who were already struggling with language, online access, school integration, social connections, mental health struggles, and feelings of isolation. As a result, a Children and Youth Taskforce was created to provide, support, activities, and information targeted specifically to:

- children and youth
- their parents/guardians, and
- those working with this demographic to address the wide range of issues they were facing.

The work of the Children and Youth Taskforce helped to break down regional isolation as members, NBMC, and both Anglophone and Francophone education systems were connected, partnering and collaborating more than ever before. This Taskforce has helped to better inform the status of immigrant and newcomer children and youth in the province, including the systems that surround them. We look forward to reporting in 2020-2021 on the evolution and milestones of this working group on key priorities related to this vital demographic in the province.



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TO OUR FUNDERS

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NEW BRUNSWICK
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IMPACT REPORT

2019 | 2020

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