

# FRENCH LANGUAGE IMMIGRATION

State of the North Conference  
Northern Policy Institute  
September 27, 2017

# Who we are



- ▶ **Assemblée communautaire fransaskoise (ACF)**
- ← Governing body of the Francophone Community
- ← Global Community Development Plan
- ← Responsible for Immigration Portfolio in Saskatchewan
- ← Founding Member of the Réseau en immigration Fransaskois (RIF-SK)

# Why we developed the French Language Immigration initiative (circa 2010)

- ▶ Perfect storm brewing in Saskatchewan
- ▶ High employment predictions
- ▶ Skilled labour shortages emerging
- ▶ Employers all targeting the same candidate pools
- ▶ Early immigration results showed little or almost no French speakers
- ▶ Concern for the vitality of the Francophone community
- ▶ New Federal exemption program to fast-track official language minority candidates



# Main Elements of the Proposed Solution

- ▶ Target Skilled workers in identified labour shortage sectors
- ▶ Ensure adequate English language capacity for the Saskatchewan market
- ▶ Select Candidates with an affinity for the french language and culture
- ▶ Identify Source countries favouring immigration to Canada (Push factors)
- ▶ Implement high retention plan to maximize efforts



# Next Steps

- ▶ Secure research funding
- ▶ initiate research to identify potential source countries fitting our solution criteria
- ▶ Establish a weighting system to the solution criteria, enabling a ranking of the 10 strongest possibilities
- ▶ Strengthen all aspects of our inclusion approach for retention and contribution to the vitality of the Fransaskois community



# Initial Results and Selection

Top 4 of 10 Highest ranking source countries according to selection criteria:

- ▶ Mauritius
- ▶ Cameroon
- ▶ Tunisia
- ▶ Morocco



# Rallying Partnerships and Funding to Implement a Working Initiative

- ▶ Needed provincial government buy-in to help leverage federal government funding
- ▶ Needed to work within CIC (IRCC) Francophone Significant Advantage program parameters
- ▶ Gathering of Labour Market information (identified labour shortage sectors)
- ▶ Consolidate/initiate relationships with Canadian embassies and foreign government departments
- ▶ Identify recruitment specialist to evaluate the quality of candidates
- ▶ Strengthen settlement and retention capacity on the ground

# Pilot Mission

Delegation to include representatives from:

- ▶ Provincial Government
- ▶ Fransaskois Community
- ▶ Recruiting & Employment



Pre-book several meetings with local officials:

- Government of Mauritius
- Canadian Consulate
- International Organization for Migration



# 4 Way Multi-lateral Agreement

Partnership between:

- ▶ Government of Mauritius
- ▶ Assemblée communautaire fransaskoise
- ▶ International Organization for Migration
- ▶ Pruhomme International

Main elements:

- ▶ Identification of potential candidates in the designated sectors
- ▶ Offer settlement and integration services in Saskatchewan
- ▶ Awareness raising, Pre-selection and Short listing, Visas, Medicals
- ▶ Solicitation of job offers, provide job descriptions

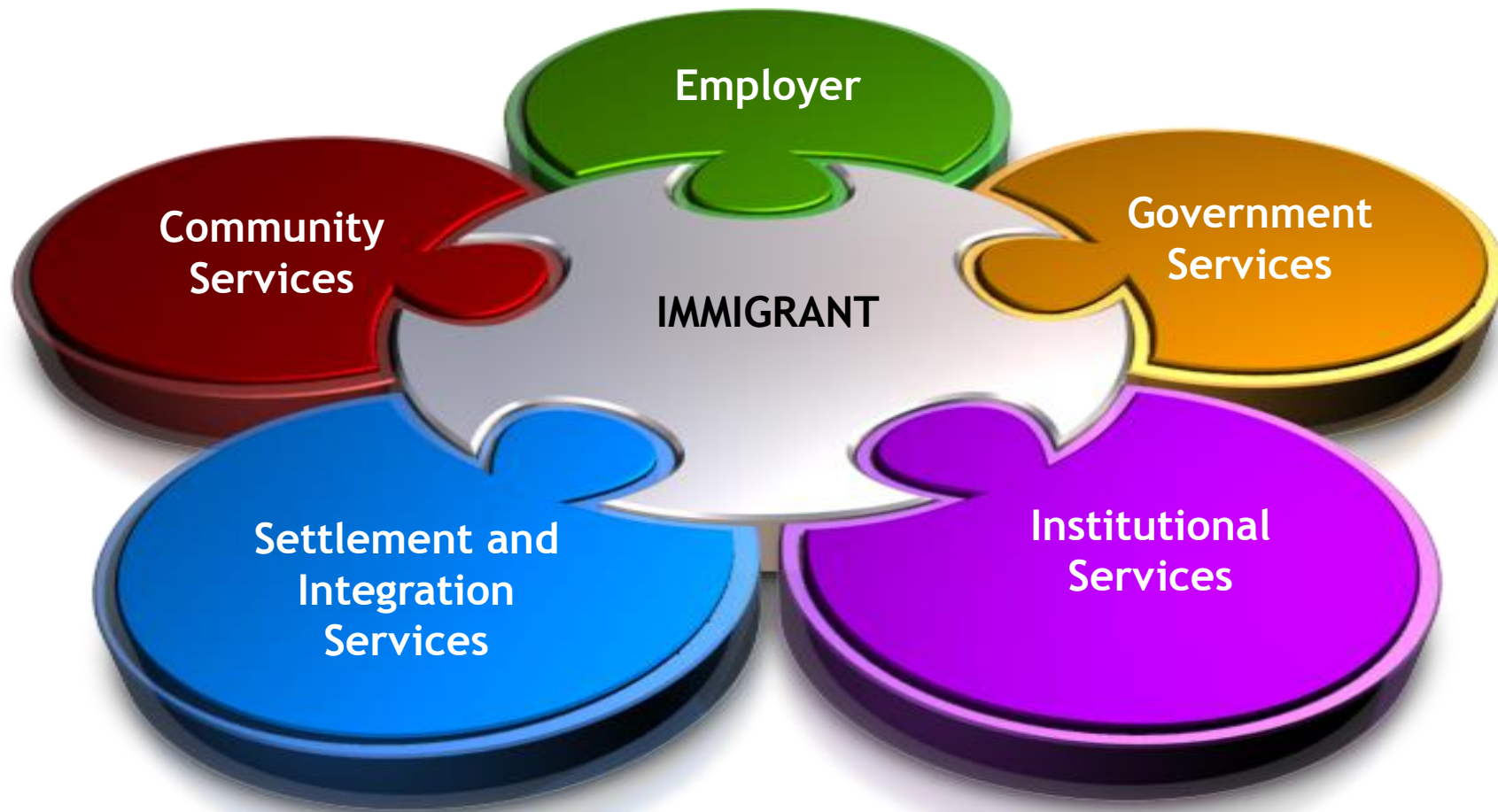


# OK, So They're Arriving

- ▶ Developing Employer Partnerships
- ▶ Community Stakeholder briefings
- ▶ On the ground settlement preparation



# Immigrant Centered Inclusion Approach



# International Relations & Pre-Arrival

Collaboration with Canadian Embassies:

- Paris, France
- Pretoria, South Africa

Experience based

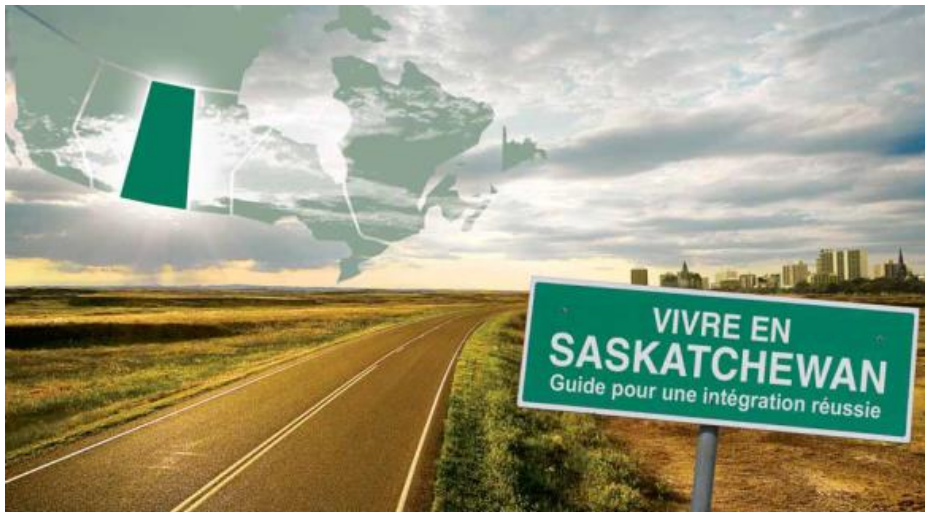
Solid Background Data

Pre-Arrival Information



# Reception and Orientation

- Airport Reception for Newcomers or joint with Employer
- Newcomer Information and Orientation package
- Initial Needs Analysis and Settlement Plan
- Assistance with Administrative Formalities
- Practical Local Information



# Immigration Settlement



- School and Daycare registration
- Language Services
- Transportation Services

- Support to find suitable housing
- Accessing Health Care Services
- Notary Services



# Connecting to the Community

## Community Programming and Cultural Activities

- Volunteering and Work Experience Opportunities;
- Child & Youth Programs;



- Parent & Tot activities;
- Adult Programs;
- Community Themed Workshops.



# Employer Relations

- Helping with National Occupation Code identification
- Language Interpretation for Reference checks
- Access to International Talent Pools
- Elaborate Job Description
- Translation of Job Offers





# Lessons Learned

## Settlement challenges

- ← Non-traditional Community Job Postings
- ← Offering Regular Out-Reach in unstaffed Regions



# Tangible Results

- ▶ Currently Highest yeilding source country (2010-2017)
- ▶ 172 candidates arrived from Mauritius
- ▶ 200+ Saskatchewan jobs filled
- ▶ 300+ people including family members
- ▶ Community revitalization
- ▶ 88% Retention Rate





*Merci!*

