



La Fédération

des francophones de
la Colombie-Britannique

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ANNUAL REPORT

2018-2019



The British Columbia Francophone Federation (The Federation) commits itself to developing an inclusive and welcoming Francophonie, and strengthens BC Francophone and Francophile civil society capacities.



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Immigration, Refugees
and Citizenship Canada

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Immigration, Réfugiés
et Citoyenneté Canada

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MESSAGE FROM THE CHAIR

SUCCESSES AND CHALLENGES

It's been a hard year for many Francophone communities across the country, but ours has continued to move forward in 2018-2019.

In May 2018, Judge Gascon of the Federal Court delivered his verdict regarding the closure of Francophone employment centres in BC and the devolution of federal responsibilities to another level of government through federal-provincial agreements. His negative ruling highlighted loopholes in the Official Languages Act and the need to modernize the law. We instructed our lawyers to appeal the court's decision and I have strengthened our federal representation as well. Our aim is to ensure that the modernization of the Official Languages Act rises above partisan political fray.

Padminee Chundunsing and Canadian Prime Minister Justin Trudeau at their first meeting in Ottawa on February 18, 2019.



**JUSTIN TRUDEAU
ACKNOWLEDGED THE
FEDERATION'S LEADERSHIP
IN DEFENDING THE RIGHTS
AND INTERESTS OF BC'S
FRANCOPHONES.**

Back in February 2018, it was an honour to meet Prime Minister Justin Trudeau in Ottawa. I expressed my concerns surrounding the Official Languages Act and our wish to create, with federal support, a French-language services policy in British Columbia (BC), it being the last English-speaking majority province not to have one.

On the provincial front, meetings with BC Prime Minister John Horgan were decisive. We were able to broach the subject of the 2020 Canadian Francophone Games in Victoria and gained his support for the project. In addition, with the active collaboration of the Minister Responsible for Francophone Affairs Adrian Dix and staff, we have significantly forged stronger ties with the BC government. For example, the minister's Grande Idée initiative led to the funding of four member projects aimed at improving French-language services here in British Columbia.

As for the key dossier of education, we have deployed intensive efforts to seek out practical, concrete solutions to the province's chronic shortage of French-language teachers and lacklustre support of French-language education in general.

Finally, Francophone immigration remains a major issue garnering my special attention. Our community would greatly benefit from an increased capacity to welcome Francophone immigrants at Vancouver's airport—something we're still in talks with IRCC about. It is also my sincere hope that immigration program empowerment, bolstered by the entire community, becomes conclusive and permanent within the coming months.

Today, the Federation is on the threshold of major changes, and for two reasons in particular: Robert Rathon (our current Executive Director) retires this summer, and the Official Languages Act is about to be modernized. Consequently, I intend to run for a third and final term to ensure continuity and operational stability.

I want to extend my sincerest thanks to Mr. Rathon for what he has accomplished over the past five years and wish him all the best. In addition, I particularly want to thank all the volunteers on the Board of Directors for their commitment, as well as all the Federation employees for the support and professionalism they demonstrate across all our projects. I also wish to extend my deepest gratitude to all members of the community for making day-to-day Francophonie possible in the province.

MESSAGE FROM THE EXECUTIVE DIRECTOR

THE EXECUTIVE DIRECTOR'S REPORT IS INTENDED TO GIVE AN OVERVIEW OF HOW FAR WE HAVE COME, CONTEXTUALIZE OUR DEVELOPMENT, AND DETAIL CURRENT AND FUTURE ORIENTATIONS. THIS REPORT GENERALLY COVERS A ONE-YEAR PERIOD, BUT AS IT WILL BE MY LAST, I FOUND IT MORE APPROPRIATE TO REVIEW THE PAST FIVE YEARS.

When I started out as the Federation's Executive Director back in 2014, the organization was stricken by community controversy surrounding direct immigration services issues and stagnant funding, both of which impacted its ability to fulfill its mandate and meet member expectations. As a representative organization and the government's first contact that's facing a shifting political landscape, the Federation had to seize the opportunity to play a more active public advocacy role, which required revising its priorities and how it allocated its financial and human resources.

Five years later, the Federation is renowned for its quality work and taking relevant action. We continue to establish partnerships, with governments that have benefitted the community, in particular. Direct immigration services are being transferred to the Coopérative en immigration le Relais francophone de la Colombie-Britannique [British Columbia's Immigration Cooperative], which was especially designed by the community to handle the direct services file. By maintaining Immigration, Refugees and Citizenship Canada (IRCC) coordination, we ensure that the community plays a role in the social project called Francophone immigration. Moreover, the Federation has bolstered its discourse on welcoming and integrating Francophiles, which makes our province a national leader.

« FIVE YEARS LATER, THE FEDERATION IS RENOWNED FOR ITS QUALITY WORK AND TAKING RELEVANT ACTION. »



Robert Rothern,
Executive Director

It goes without saying that the Federation had lessons to learn and implement. As a result, we decided to regularly consult our members and sometimes the entire community, even surveying them on topics such as French-language services policy, the content and format of our two major annual meetings, as well as new bylaws. We also succeeded in taking the appropriate measures to improve our financial situation and renew our workforce, effectively enriching and broadening our scope and reach. The Federation has gradually created a real presence on social networks—by leveraging technology such as videoconferencing and podcasts, covering topics such as governance, strategic planning and financial policy—in order to deliver services to its members. More recently, we have initiated a process to establish a pension fund dedicated to network members' staff who are covered by the group insurance plan the Federation administers.

So what does the future hold? In the best of all worlds, we would have all the tools we needed to quickly and effectively take action to help members facing a problem before the situation becomes worse—without raising any fears of interference. We would mobilize the community when appropriate or necessary, and support community members who get involved in the political life of the province as Francophone, something that's greatly lacking here in British Columbia.

There is still so much to be accomplished and put into motion, even after five years. The evidence is that several key issues are still at hand. However, I feel satisfied with the results of these past five years. I would like to sincerely thank the staff as well as previous and current Board of Directors Federation members for their support, and in particular the two last Chairs—Mr. Réal Roy and Ms. Padminee Chundunsing—who believed in me.

ROBERT ROTHON

POLITICAL AND LEGAL

THREE MAJOR EVENTS MARKED THE 2018-2019 PERIOD: A DECISIVE RULING, THE PERSEVERANCE OF OUR ACTIONS AT THE FEDERAL LEVEL, AND ABOVE ALL, THE STRENGTHENING OF OUR RELATIONSHIPS WITH THE PROVINCIAL GOVERNMENT.



Minister Adrian Dix, Padminee Chundunsing, president of the Fédération, and Christian Deron, government relations and research coordinator, during the announcement of selected projects to receive funding as part of the "grande idée."

Meetings with Members of Parliament: 36

Meetings with Members of the Legislative Assembly: 20

Meetings with political staff: 10

Meetings with federal and provincial civil servants: 24

Meetings with other political figures: 2

Meetings with diplomats: 6

Although the verdict delivered by Judge Gascon of the Federal Court, which stemmed from our subpoenaing the federal government for closing Francophone employment centres and implementing a devolution agreement, was not favourable, it has managed to highlight the problematic parts of the Act and point out the Members of Parliament capable of remedying them. Consequently, last June, the Federation took the initiative and met with all relevant political stakeholders to encourage them to take appropriate action.


While political meetings were underway on Parliament Hill, Prime Minister Trudeau surprised us by announcing, in the House of Commons, that he intended to modernize the Official Languages Act. Since then, we have continued to hammer two key messages: our support for the draft bill submitted by the FCFA; our encouragement of a non-partisan approach to prevent this modernization from being abandoned following a possible change of government resulting from the October 2019 federal elections. In that context, our Chair Padminee Chundunsing expressed her concerns to the Prime Minister at an historic meeting held February 18, 2019.


Regarding our relationship with the provincial government: minister Adrian Dix's arrival at Francophone Affairs has paved the way for a new, stable and constructive partnership, which has had a ripple effect reaching his counterparts. As a result, there was an additional \$250,000 in funding allocated to "Grande idée"-related projects. Besides, the rapprochement with the minister and his team translated into meetings with Premier Horgan and has in turn led to a collaboration on teacher recruitment as well as funding for the 2020 Canadian Francophone Games in Victoria.


COMMUNICATIONS

This year was a good opportunity to redefine our communications strategy to highlight key concepts. A more precise graphic charter and more relevant messages contributed to the development of new communications materials to raise awareness on Francophone issues affecting British Columbians. The Federation also bolstered its presence at provincial events (such as the Khatsahlano Street Party and the Vancouver Folk Music Festival) to meet a mainly English-speaking audience.

Then, as part of March 2019's 30th edition of Rendez-Vous de la Francophonie (RVF), we went to Nelson to co-organize the launch event with the Association francophone des Kootenays Ouest (AFKO) [the Francophone Association of the West Kootenays]; a success that gathered 180 Francophones and Francophiles for a program entirely dedicated to bilingualism and official languages! Additionally, our coordination of provincial-level RVFs for Francophonie Month included some 90 activities in British Columbia, on top of approximately 200 between January and March.

 **2711**
FOLLOWERS

 **90**
RVF REGISTERED
ACTIVITIES

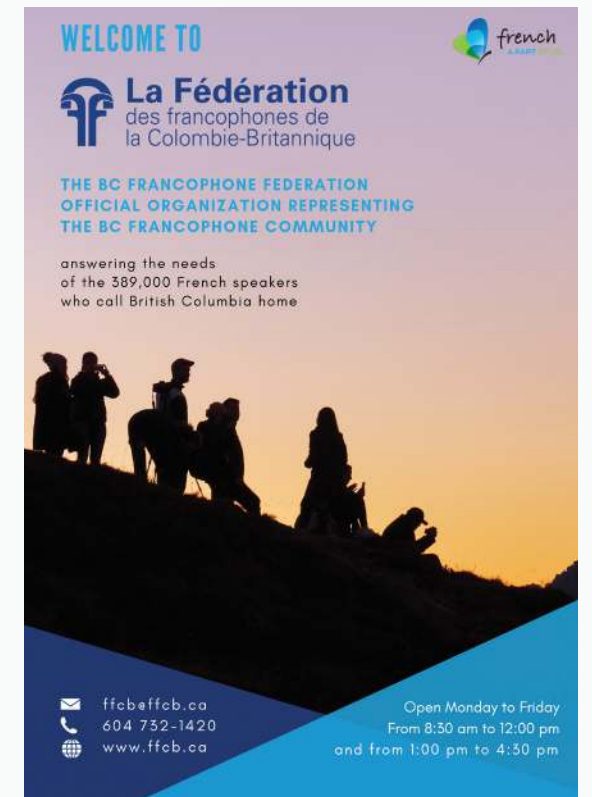
 **805**
FOLLOWERS

 **17 161**
ANNUAL
VISITS

 **+164 %**

 **186**
PUBLISHERS IN
THE ANNUAIRE

**Bounce rate is a marketing indicator measuring the percentage of visitors who enter a website and then leave.*



Finally, the 35th anniversary of the directory of direct French-language services in British Columbia was jointly celebrated and organized with our partners at RésoSanté and Société Économique de Développement, where some 100 guests came forward. The 8,000 printed copies of the directory quickly sold out, especially at events designed for newcomers. The digital version was downloaded 700 times in six months. The online directory remains an essential tool for our community, with more than 20,000 visits every year.

Today, the Federation's online presence is growing. The website, which has seen regular improvement throughout the year, saw its bounce rate fall from 59.7% to 3.8%, a key indicator for the relevance of the content as well as the ergonomics of the site. Our Facebook fans and Twitter followers have also been on the upswing. As far as Instagram is concerned, although still low, the number of followers there has grown by 164%. It also boasts a very satisfactory average reach rate.

2019 should be a promising and fruitful year.

EDUCATION AND COMMUNITY DEVELOPMENT

This year, the Federation has redoubled its efforts in education to respond to the increasingly alarming shortage of Francophone teachers in BC, which outlines the enduring challenge of teacher recruitment and retention. With that in mind we, on our own or with the help of partners such as Canadian Parents for French, met with the provincial Make a Future teaching job board, the Francophone section of the British Columbia Teachers' Federation, the Conseil scolaire francophone – CSF [British Columbia's Francophone School Authority], the ministers of Francophone Affairs and Education, as well as the Francophone consular corps and universities. We did so with a view to propose alternatives to simplify and streamline teacher recruitment on an international scale.

In addition, the Federation actively participated in two major events. We helped organize a campaign to encourage community participation in the Francophone school board elections, which was a real success—as confirmed by a record turnout. At the Rendez-vous des Présidentes et des Présidents (RVPP) in November 2018, we assisted the Fédération des parents francophones de la Colombie-Britannique [Francophone Parents Federation of British Columbia] with the organization and planning of a major community summit on language transmission, which highlighted youth issues and new adjustments to consider to preserve the mastery of the French language despite the minority status of our community here in British Columbia.



Padminee Chundusing, president of the Federation, Justin Johnson, vice president of the FCFA, and Prudence-Elise Breton, vice president of the Fédération in 2018, at the Sommet sur la transmission linguistique en Colombie-Britannique.

COMMUNITY LEADERSHIP

A YEAR RICH IN COLLABORATIONS

- 2 MEETINGS WITH CANADIAN HERITAGE
- 18 CONSULTATIONS WITH FEDERAL CIVIL SERVANTS
- 5 MEETINGS WITH THE OFFICIAL LANGUAGE COMMITTEE OF BRITISH COLUMBIA FEDERAL

\$ 8,243,663

Total funds invested in the Francophone nonprofit associative network

- 63 participants in community forums
- 2 community forums organized
- 6 meetings of the Provincial Coordination Committee
- 4 new individuals elected to the Provincial Coordination Committee
- 5 OF ORGANIZATIONS SUPPORTED IN WRITING THEIR APPLICATIONS
- 13 PROGRAMMING APPLICATIONS SUBMITTED
- 16 PROJECT APPLICATIONS SUBMITTED

The Provincial Coordination Committee worked on defining community priorities when meeting Canadian Heritage representatives in August 2018, with aims to allocate additional funds for community organizations from the 2018-2023 Action Plan for the Official Languages. This important work was carried out over several months and should produce real results over the course of 2019.

The Community Round Table for Funding Proposals met twice to analyze 2018-2019 project and 2019-2020 programming applications before meeting Canadian Heritage representatives to discuss recommendations.

During the 2018-2019 year, the planning process for the 2019-2024 Global Development Plan (GDP) continued with two community mini-forums to share the results of the 2017-2018 assessment with the community. This work, done in partnership with community organizations, covered GDP's horizontal elements and strategic impacts. In October 2018, The Provincial Coordination Committee approved the first draft of the 2019-2024 GDP, which was then submitted to the community with the aim of proceeding to the adoption of the final version of the 2019-2024 GDP by vote at the annual general assembly of the Federation in June 2019.

We offered two training sessions to members in 2017-2018. The first was a series of podcasts on strategic planning, conducted in partnership with SDECBC and Sentiers du leadership consultants. Financed by Secretariat du Québec aux relations canadiennes (SQRC), the podcast project offered members an e-learning tool to build on their strategic planning savvy. The second was a workshop on the GDP, which was given to members so they could align their funding applications with community priorities using strategic outcomes.

Ministerial consultation drew great benefit from new initiatives all year long. Firstly, the funds diversification statement, which measures the financial commitment invested in the community and in which 15 ministers and 24 community organizations took part, was presented at RVPP in November 2018. Secondly, we cemented ties between federal institutions, ministers and federal civil servants who were more aware of community requirements (programs and supports). Finally, we represented the community at the Official Languages Committee of the British Columbia Federal Council meetings to ensure that Committee dossiers matched community priorities.

IMMIGRATION

The Programme d'immigration francophone de la Colombie-Britannique (PIFCB) [British Columbia's Francophone Immigration Program] experienced an active and dynamic year.

In addition to sustaining and strengthening its services, the PIFCB has ensured accessibility to Francophone newcomers in British Columbia. A total of 1,219 newcomers (745 permanent residents and 474 temporary residents and naturalized citizens) benefited from the program. Of those 745 permanent residents, 211 called upon PIFCB services before arriving in Canada by way of the Passerelle Ouest service plan.

The PIFCB offers a wide variety of services to newcomers, including general information and orientation, needs assessment and referrals, community connections, as well as employment-related services. PIFCB services are available online or in-person in Vancouver, New Westminster, Victoria, Maillardville-Coquitlam, Langley and Abbotsford.

We also maintain good relationships with IRCC and the Province of British Columbia, allowing us to keep a firm grasp on settlement services. However, since January 2019, our online settlement services (Passerelle Ouest) have been integrated into a new model based on a pan-Canadian partnership. The model provides a single gateway to an overview of the Francophone host communities in Canada before directing Francophone newcomers to their selected destination.

Finally, the successful outcome of the Federation's efforts to devolve direct services since 2015 resulted in the recent creation of the Coopérative en immigration le Relais francophone de la Colombie-Britannique [British Columbia's Immigration Cooperative] which will be in charge of PIFCB's direct service offering.



Welcome day for new immigrants and refugees in Victoria

15 Number of PIFCB employees

6 Number of service points for francophone immigrants

15 Number of Community Connexions

745 Number of individual permanent residents served

18 Number of employment

474 Number of individual permanent and temporary residents served

28 employment workshops

REGARDING THE RÉSEAU EN IMMIGRATION FRANCOPHONE DE LA COLOMBIE-BRITANNIQUE (RIFCB) [BRITISH COLUMBIA FRANCOPHONE IMMIGRATION NETWORK], THE 2018-2019 YEAR WAS DEVOTED TO COLLABORATION AND INNOVATION.

A regional summit on Francophone settlement, co-organized by the RIFCB and the IRCC's Francophone Immigration Policy Hub of Ottawa, gathered some 40 Francophone participants for a broad community consultation on new ministry initiatives such as Parcours d'intégration francophone [Francophone Integration Program] and Communautés francophones accueillantes [Welcoming Francophone Communities]. During the summit, the principle of «by and for» («by Francophones for Francophones») and the willingness to support minority community vitality were reaffirmed. A real co-planning relationship between IRCC and community members was also established.

Following that summit, we had started to implement the Communautés francophones accueillantes initiative [Welcoming Francophone Communities]. A community consultation process led to the selection of Prince George as the pilot project community. Supported by the RIFCB, the local advisory committee created in Prince George will be able to develop a community plan to optimize the establishment, integration and retention of Francophone immigrants who choose to settle in the area. This innovative project, funded by IRCC, is a major step forward for Francophone immigration outside of Greater Vancouver.

A major challenge for the RIFCB lies in improving the visibility of Francophone services dedicated to immigrants. Our work over the last two years in raising awareness on the «Arrival Advisor» app alongside its developers has resulted in a real interactive service option for Francophone users.

Finally, many RIFCB members organized events for the sixth edition of National Francophone Immigration Week. We would like to thank the Association francophone de Surrey [Surrey Francophone Association], La Boussole, Centre Culturel Francophone de Vancouver [Vancouver Francophone Cultural Center], PIFCB, RésoSanté, and our IRCC and BC PNP partners for their creativity and commitment.



33 MEMBERS | 10 INDUSTRIES REPRESENTED

Over 5,000 views on the video « La Colombie-Britannique, une terre de possibilités »

7 awareness activities for employers

56 employers informed of Francophone candidates international recruitment

405 participants from 14 different countries attending the Vivre en français en Colombie-Britannique webinar organized with the Embassy of Canada in Paris

FINANCIAL STATEMENT

This annual report provides an overview of the key activities of the British Columbia Francophone Federation between April 1st, 2018 and March 31st, 2019.

REVENUE	2019	\$
CITIZENSHIP AND IMMIGRATION CANADA	1 241 580	
MINISTRY OF CANADIAN HERITAGE	748 800	
MINISTRY OF EMPLOYMENT - B.C	38 750	
INDEPENDENT REVENUES	34 718	
REGISTRATIONS	23 515	
SUMMER EMPLOYMENT PROGRAM	7 788	
MEMBERSHIP FEES	6 230	
FOUNDATION DIALOGUE – RVF	2 500	
SOCIÉTÉ DE DÉVELOPPEMENT ÉCONOMIQUE DE LA COLOMBIE-BRITANNIQUE	2 215	
PRIX GÉRALD-MOREAU	2 000	
INTEREST	513	
SECRETARIAT FOR CANADIAN INTERGOVERNMENTAL AFFAIRS FOR THE GOVERNMENT OF QUEBEC (SAIC)	-	
	2 108 609	\$

EXPENSES	2019	\$
CITIZENSHIP AND IMMIGRATION CANADA	1 276 980	
SALARIES AND BENEFIT	527 808	
PROFESSIONAL FEES	81 851	
ANNUAL GENERAL ASSEMBLY	37 909	
PRESIDENTS' MEETING	37 706	
TRAVEL AND LODGING	35 726	
RENT	30 506	
PUBLICITY AND PUBLIC RELATIONS	27 497	
EQUIPMENT MAINTENANCE	23 881	
DIRECTORY PRODUCTION	19 102	
BOARD OF DIRECTORS' MEETINGS	15 053	
OPERATIONAL COSTS	14 217	
AMORTIZATION	12 765	
PRESIDENT'S COMPENSATION	12 750	
OFFICE POSTAGE	12 738	
MAINTENANCE	11 261	
TELEPHONE	8 842	
INSURANCE	6 658	
MEMBERSHIP FEES	6 201	
BULLETINS AND REPORTS	2 164	
COURIER	1 012	
SCHOLARSHIP	1 000	
BANK CHARGES	899	
PRINTING	884	
	2 205 410	\$
LESS EXPENSES RECOVERED FROM PROJECTS	139 856	
	2 065 554	\$
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	43 055	\$

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BOARD OF DIRECTORS

PADMINÉE CHUNDUNGING
CHAIR

PRUDENCE-ELISE BRETON
VICE-CHAIR (2018)

MARIE-NICOLE DUBOIS
VICE-CHAIR (2019)
REPRESENTATIVE
SOUTH VANCOUVER ISLAND REGION (2018)

WILLIAM QUESNEL
TREASURER

GILLES TOUPIN
REPRESENTATIVE
NORTH VANCOUVER ISLAND REGION

ÉRIC VILLENEUVE
REPRESENTATIVE
SOUTHERN BC REGION

PIERRE LECOURT
REPRESENTATIVE
NORTHERN BC REGION

MARIE-FRANCE LAPIERRE
REPRESENTATIVE
GREATER VANCOUVER

ALICIA LOGIE
REPRESENTATIVE
GREATER VANCOUVER

AWARDS AND SCHOLARSHIP

LE CORNOUILLER D'OR

Ursula Pfahler
Senior Heritage Planner, B.C. Government

LE PRIX NAPOLÉON-GAREAU

Guy Dufresne
Volunteer, Association des francophones et francophiles
du Nord-Ouest

LE PRIX D'EXCELLENCE GÉRALD-ET-HENRIETTE-MOREAU

Lily Crist
Executive Director, La Boussole

LE PRIX PÉDAGOGIQUE HENRIETTE-MOREAU

Dominique McGrady
Teacher, Au-cœur-de-l'île School

LA BOURSE D'ÉTUDES DE LA FÉDÉRATION

Ali Mehrassa
Student, Duchess Park Secondary



ACKNOWLEDGEMENT

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Canada



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



*Secrétariat aux
relations canadiennes*

Québec 